



**READING  
THE NATION**

**23 Feb - 1 March, 2026**



# Awards season sparkle continues with the Brit Awards

Education

Careers

Music & Audio

Travel

Personal Finance

Business & Finance

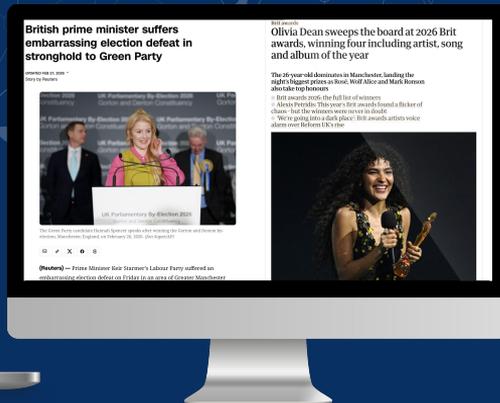
Style & Fashion

Video Gaming

Property

Science

	PAGE VIEWS	WoW GROWTH
Education	5.0m	+65%
Careers	12.9m	+56%
Music & Audio	15.2m	+30%
Travel	33.8m	+23%
Personal Finance	17.1m	+22%
Business & Finance	55.0m	+22%
Style & Fashion	16.9m	+19%
Video Gaming	4.4m	+14%
Property	6.4m	+11%
Science	12.7m	+9%



## TOPICAL NEWS

The recent local elections lifted **News & Politics** by 7%, with the Green Party's win in Gorton and Denton, a seat Labour had held for nearly a century, drawing strong attention. **Political Parties** surged 2.5x and **Politics** rose 53% as audiences followed the impact.

The developing conflict in Iran has driven increased engagement across **News & Politics** as Brits follow the unfolding situation. More than 70% of engagement across the Ozone platform is with non-news content categories.

Over in **Travel**, up 23%, London Overground staff have voted in favour of strike action over proposed changes to working patterns, with walkouts to be planned on several dates in the coming weeks, threatening travel disruption and pushing **Travel Type** up 20%

Elsewhere, **Education** has surged 65% following the publication of the government's new schools white paper and reform proposals. **Primary Education** rose 3.6x and **Special Education** 2.7x as changes to SEND support, admissions fairness and classroom provision sparked debate among parents, unions and school leaders.

NASA has revised the timeline for its next Moon mission, delaying the crewed lunar landing as testing continues under the Artemis programme. The update drove **Science** up 9% and **Space** up 43% as audiences caught up on the first mission to the moon in 54 years.

## SEASONAL EVENTS

The BRIT Awards drove a strong uplift across our Audience Connection Platform, with **Awards Shows** sparking up 4.7x and **Music & Audio** up 30% as audiences caught up on the night's biggest wins. Olivia Dean dominated, taking home four major awards including Artist of the Year and Album of the Year. As a result of the big night, **Contemporary Hits / Pop / Top 40** doubled in engagement, with **Adult Album Alternative** up 17% and **Alternative Rock** rising 14% as listeners revisited the standout artists and performances. With the Oscars only weeks away, Awards season buzz will continue to grow.

London and New York Fashion Week's last week saw engagement with **Style & Fashion** strut its way up 19% as leaders tuned in to the biggest styles of the season, with **Women's Clothing** up 43% and **Women's Fashion** 33%.

As we come to the end of the financial year, ISA season is upon us, and Brits are putting on their financial hats as they look for the best ISA deals. **Personal Finance** has spiked 22%, with **Saving** up twofold, and **Retirement Planning** up 2.2x.

Meanwhile, **Mother's Day**, on Sunday, March 14, is fast approaching, and Brits are already planning. **Flower Shopping** is up 10%, **Gifts & Greeting Cards** is up 19% and **Spas** up 87% as they look to treat Mum. Ozone's Audience Connection Platform can connect you to over 10m contextual and behavioural Mother's Day readers.