

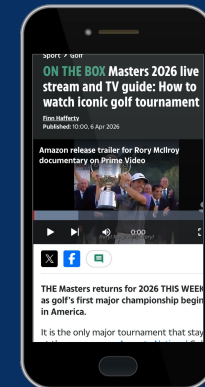
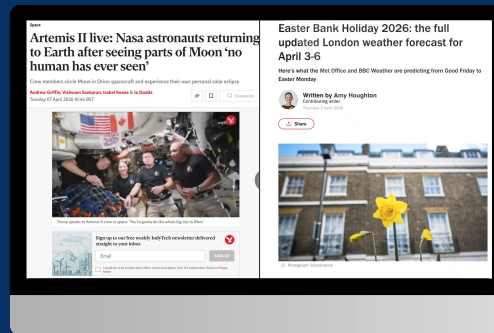


# READING THE NATION

30 April - 5 April, 2026



# Easter weekend brings a springtime spike in engagement



- Music & Audio
- Food & Drink
- Events & Attractions
- Careers
- Automotive
- Science
- Education
- Home & Garden
- News & Politics
- Video Gaming

|                      | PAGE VIEWS | WoW GROWTH |
|----------------------|------------|------------|
| Music & Audio        | 22.4m      | +70%       |
| Food & Drink         | 20.9m      | +23%       |
| Events & Attractions | 49.7m      | +22%       |
| Careers              | 11.2m      | +19%       |
| Automotive           | 11.2m      | +13%       |
| Science              | 14.5m      | +5%        |
| Education            | 4.2m       | +5%        |
| Home & Garden        | 9.1m       | +4%        |
| News & Politics      | 251m       | +1%        |
| Video Gaming         | 3.6m       | +0%        |

## TOPICAL NEWS

Artemis II has made its way around the moon in the first space mission since 1974, making history as the furthest humans have travelled from Earth. The space expedition has sent **Space/Astronomy** rocketing a stary 3.9x, with **Science** content growing 5% week on week as a result.

Elsewhere, the shock firing of BBC Radios 2's Scott Mills has sent Brits flocking to related content to uncover what happened. **Music & Audio** content has soared 70%, with **Talk Radio** surging 11.1x and **Public Radio** 9.6x. In other music news, Kanye West's planned headline performance at Wireless Festival 2026 has sparked controversy, with festival sponsors and community leaders speaking out against it.

The onset of warmer weather saw **Weather** content surge a sunny 64%. With spring finally in the air this has driven a 4% rise in **Home & Garden** content as spring cleaners prepare for home revamps. **Outdoor Decorating** has uplifted 2.1x, **Remodelling & Construction** 87% and **Interior Decorating** 17% as Brits turn to related editorial content for inspiration on this seasons home looks.

The ongoing conflict in the Middle East continues to rise **News & Politics** content. Rising oil prices and the threat of shortages have seen widespread impact. Notably, airlines are having to rise prices and even cancel flights. This has seen **Airfare** surge 3.9x, and **Airlines** uplift 33% as Brits keep up with the changes and how these may impact their international travel plans and holidays.

## SEASONAL EVENTS

The Easter weekend brought a surge in engagement across the board. **Events & Attractions** rose by 22%, driven by a 2.1x spike in **Religious Events**, while the long bank holiday weekend saw **National & Civic Holidays** increase by 7%. As Brits prepared for celebrations, **Malls & Shopping Centres** also experienced a modest 7% uplift. **Party Supplies & Decorations** joined the festivities too, soaring 7.2x as families got ready to welcome the Easter Bunny.

**Food & Drink** content followed suit, climbing 23% as Brits searched for inspiration for home-cooked meals and seasonal nibbles. **Desserts & Baking** delivered a sweet 13% increase, while **Cooking** steadily bubbled up by 4%.

Meanwhile, the school Easter holidays continue into this week, and as parents prep for the start of the summer term and National Offer Day next week, **Education** content, up 5%, is on the rise. Primary Education has risen 96%. And with exam season drawing near, **Education Assessment** content is feeling the heat with a 22% boost.

The Masters tees off this week, driving a further 39% uplift in **Golf** content on top of last week's gains. We can expect this growth to continue as the tournament unfolds.

And finally, with the infamous Coachella festival drawing near, we can expect to see a surge in **Music & Audio** and **Fashion** content as the desert transforms into a runway.

