



READING THE NATION

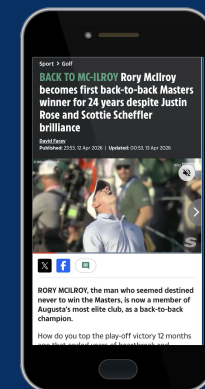
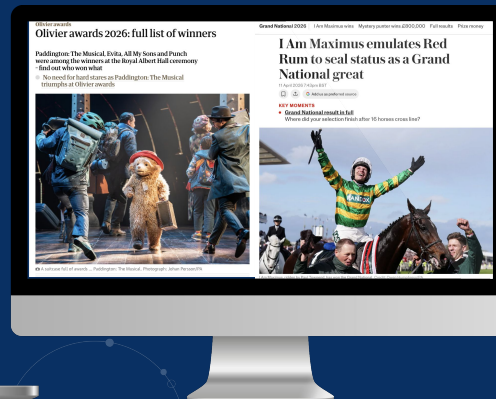
30 April - 5 April, 2026



Sport, style and space shape audience attention

- Pets
- Style & Fashion
- Science
- Home & Garden
- Hobbies & Interests
- Sports
- Automotive
- Fine Art
- Property
- Healthy Living

	PAGE VIEWS	WoW GROWTH
Pets	5.2m	+76%
Style & Fashion	15.1m	+45%
Science	16.6m	+15%
Home & Garden	10.3m	+13%
Hobbies & Interests	12.1m	+11%
Sports	75.5m	+10%
Automotive	12.2m	+8%
Fine Art	4.7m	+8%
Property	7.2m	+7%
Healthy Living	5.6m	+3%



TOPICAL NEWS

The Artemis II crew have made it back safely to Earth in a splashdown off the coast of San Diego after their historic trip around the moon. Their return to Earth has sent **Science** engagement soaring 15%, with **Space / Astronomy** jetting up 15% as well.

The Olivier Awards, theatre's biggest night, took centre stage this weekend and the spotlight lifted **Fine Art** engagement by a dazzling 8%. Paddington: The Musical stole the show, sweeping up seven awards including Best New Musical, and capturing hearts in the process. **Theatre Awards** engagement saw a standing ovation with an extraordinary 33x uplift as Brits looked to catch up on the night, while overall **Theatre** engagement rose by an impressive 44%.

Home & Garden content continues to grow, up 13% WoW following a sunny week in the UK. **Gardening** content has sprouted 27%, whilst **Interior Decorating** grew 9% as Brits get Spring ready.

Meanwhile, **Healthy Living** is gaining momentum ahead of the London Marathon on 26 April. Excitement has been building following the London Landmarks Half Marathon, with **Running / Jogging** pacing up 14% as participants ramp up their preparation.

SEASONAL EVENTS

The Masters took place over the weekend, with Rory McIlroy securing the win and successfully defending his 2025 title. As a result, **Golf** content teed off, rising 2.1x as fans followed the tournament and caught up on the highlights.

Meanwhile, the Grand National returned in style, with **Horse Racing** galloping up 6.7x as fans tuned in for one of the biggest moments in the racing calendar. **Casinos & Gambling** also jumped 2.1x as bets were placed across the weekend.

The reintroduction of Ladies Day added a fashion spotlight to the event, driving a surge in **Style & Fashion** as attendees dusted off their Sunday best. **Women's Accessories** glimmered up 55%, **Women's Clothing** rose 46% and **Women's Fashion** lifted 43%.

Weekend one of Coachella also contributed to the surge in **Style & Fashion**, as festival-goers took to the desert to showcase their best looks. **Festival** content supercharged 5.9x, while **Hip Hop Music** rose 2.8x and **Top 40** lifted 25% as audiences caught up on standout performances. With weekend two just around the corner, momentum is set to continue across this week and into the next.