



READING THE NATION

27 April - 3 May, 2026



Bank Holiday buzz surges engagement

Healthy Living

Pets

Personal Finance

Fine Art

Food & Drink

Home & Garden

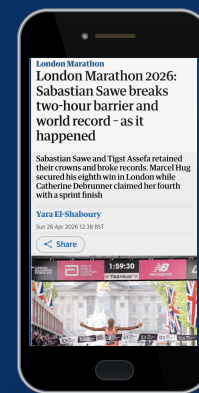
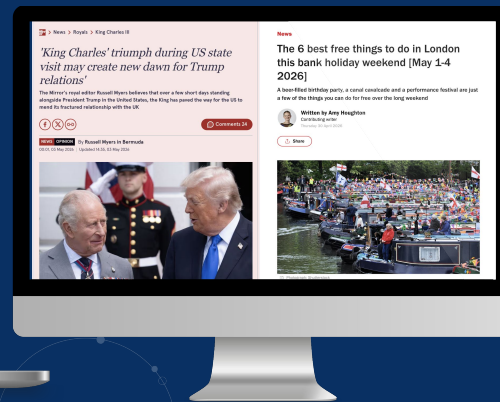
Events & Attractions

Sports

Books & Literature

Careers

	PAGE VIEWS	WoW GROWTH
Healthy Living	9.6m	+74%
Pets	4.1m	+56%
Personal Finance	14.1m	+28%
Fine Art	5.4m	+23%
Food & Drink	18.5m	+20%
Home & Garden	9.7m	+19%
Events & Attractions	36.3m	+17%
Sports	68.2m	+11%
Books & Literature	3.2m	+11%
Careers	8.3m	+10%



TOPICAL NEWS

The Royal Family have welcomed a new addition – a Cocker Spaniel named Otto. The news has sent **Pets** engagement surging 56% as fans flock to catch up on the latest royal pup. **Dogs** content has bounded up 17% while **Heads of State** has risen 26%, coinciding with King Charles' state visit to the USA.

A mysterious new statue in central London has been claimed as the work of infamous street artist, Banksy, drawing thousands to visit the sculpture. This has driven **Fine Art** engagement up 23% as readers flock online to speculate on how it appeared overnight.

Over in **Sport**, up 11% WoW, the Women's Six Nations kicked up **Rugby** content by 28%. In **Golf** (up 2.6x) the Cadillac Championship saw Cameron Young secure victory, and the Snooker World Championship shot up **Snooker** by 79% as Wu Yize came out victorious.

A sunny spell across the UK has seen **Home & Garden** engagement grow 19% WoW as Brits prepare for more time outdoors. **Outdoor Decorating** surged 2.2x, **Gardening** 59% and **Remodeling & Construction** 18%.

Over in **Books & Literature**, up 11%, the upcoming British Book Awards (the 'Nibbies') has risen engagement as Brits catch up on the 2026 shortlist.

SEASONAL EVENTS

The early May bank holiday weekend saw Brits head outdoors to make the most of spring in full swing. **Events & Attractions** surged 17%, driven by a 52% uplift in **National & Civic Holidays**. Warm spells pushed **Weather** up 90% and encouraged outdoor activity, with **Bars & Restaurants** rising 25%, **Parks & Nature** 30% and **Amusements & Theme Parks** 44% as Brits read up on bank holiday activities.

Food & Drink also felt the impact, up 20% WoW. A Korean food festival in London drew huge crowds, pushing **World Cuisine** into the spotlight with a 54% rise in engagement. **Alcoholic Beverages** bubbled up 15%, while **Cooking** sparked up 45% as Brits celebrated the long weekend.

Elsewhere, **Healthy Living**, up 74%, is still riding the post-London Marathon high after last Sunday's race. **Running & Jogging** is still going strong, up 53% as the nation keeps pace with the momentum. The marathon buzz has spilled into related areas too, with **Fitness & Exercise** flexing up 67% and **Nutrition** fuelling up 55%.

The Met Gala on Monday night saw celebs take to the red carpet dressed to impress for the theme 'Costume Art'. As readers catch up on the iconic fashion night, we expect **Style & Fashion** and **Pop Culture** to surge.