



READING
THE NATION

29 JUN – 5 JUL, 2026



Summer sport hits a record high

Sport

Style & Fashion

Shopping

Events & Attractions

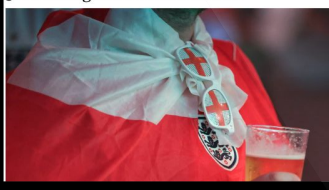
Movies

Pop Culture

Family & Relationships

	PAGE VIEWS	WoW GROWTH
Sport	115.5m	+24%
Style & Fashion	45.0m	+23%
Shopping	44.7m	+22%
Events & Attractions	80.4m	+16%
Movies	10.8m	+15%
Pop Culture	101.0m	+13%
Family & Relationships	91.9m	+8%

Keir Starmer to allow pubs to stay open until 5am for England v Mexico match



Taylor Swift and Travis Kelce marry at New York City's Madison Square Garden

The couple invited an array of celebrity guests to the wedding, including Gigi Hadid and Bradley Cooper, while Adam Sandler officiated their nuptials. In pictures: Fans and A-list stars gather for the wedding



'I sat in Royal box with David Beckham at Wimbledon - two words describe him perfectly'

David Beckham grabbed the headlines as he attended the opening day of Wimbledon on Monday



Thousands march in London Pride parade as activists warn LGBTQIA+ rights under threat



TOPICAL NEWS

Saturday, 4 July 2026 was not only the 250th anniversary of American independence, but it was also the day when the phrase "JUST&T MARRIED!" was etched into the memories of Swifties and Kansas City Chiefs fans around the world, as Travis Kelce and Taylor Swift tied the knot at New York's Madison Square Garden. Attended by a 1,000-strong guest list of family, friends, and stars from the worlds of music, film and sport, the event saw massive interest in the couple's and guests' attire, driving **Style & Fashion** up +23%, with the **High Fashion** topic alone surging by +88%. Almost 11m **Weddings** page views delivered a near four-fold growth, while **Pop Culture** engagement rose by +13%, driven by **Celebrity Style** and **Celebrity Relationships** (which grew by +20% and +15% respectively).

The combination of summer retail sales and the impending holiday season – with schools breaking up in England and Wales next week, and Scottish schools already out – boosted engagement with **Shopping** category content, a seasonal trend observed year in, year out. Audience engagement increased by more than a fifth last week, with **Sales & Promotions** and **Holiday Shopping** anchoring this growth with increases of +25% each. **Grocery Shopping** also delivered seasonal growth, up +12% week-on-week, as Brits stocked up their fridges with cold drinks.

The UK government's decision to allow pubs and bars to stay open until 5am on Monday morning so England fans could watch the Three Lions face Mexico also boosted **Bars & Restaurants** engagement by +26% week-on-week.

SEASONAL EVENTS

Sticking with **Sport** and the category clocked up its highest weekly audience of the past 12 months as the FIFA World Cup, Wimbledon, the British Grand Prix, the Nations Championship, and International Test Match Cricket combined to deliver 16m weekly users (up +20% week-on-week) and more than 115m **Sport** page views (up by +24%).

England's knockout victory against DR Congo and the build-up to this morning's truly epic Round of 16 clash against Mexico in Mexico City boosted weekly **Football** audience engagement by +15%. Sunday, 5 July delivered our biggest daily **Football** audience of the tournament so far, with 3.9m users and 12.8m page views up +20% and +30% day-on-day respectively.

Meanwhile, Wimbledon's first week drove **Tennis** page views up 3.9-fold. Formula 1's visit to Silverstone drove a +61% increase for **Auto Racing**, alongside additional growth for **Cricket** and **Rugby**. Audiences for **Sport TV** and **Sporting Events** grew by +20% and +40% respectively. Far from reaching fever pitch, the 2026 summer of sport continues this week with the second week of Wimbledon and England's World Cup quarter-final match against Norway on Saturday night.

Pride in London also took place on Saturday, driving audience engagement with **LGBTQIA+** category content up by almost a third as Europe's biggest Pride celebration took over the UK capital. Ozone's Audience Connection Platform joined the festivities by marching alongside The Independent, which serves as Pride in London's official national media partner.