

A light blue piggy bank is positioned in the center of the image, surrounded by a dense layer of dry, yellow and brown autumn leaves and some green grass. The piggy bank has a green slot on its back for coins and two small black dots for eyes.

READING THE NATION

19 Oct – 25 Oct, 2026



Half-term adventures and Halloween preparations

Science

Personal Finance

Fine Art

Healthy Living

Sports

Style & Fashion

Video Gaming

News & Politics

Travel

Family & Relationships

PAGE VIEWS	WoW GROWTH
8.3m	+21%
20.1m	+9%
59.1m	+6%
19.7m	+4%
62.0m	+3%
39.4m	+2%
9.1m	+1%
312.4m	+1%
45.4m	+1%
71.3m	+1%

TOPICAL NEWS

Storm Austen and Storm Beolo swept across the UK last week, bringing strong winds, heavy rain and widespread travel disruption. **Weather** engagement surged 2.3x as Brits kept an eye on the forecasts, while **Railway Travel** rose 16% and **Air Travel** climbed 15%. The storms also disrupted the sporting calendar, with the arrival of Storm Beolo forcing the cancellation of Sunday's horse racing fixture at Aintree.

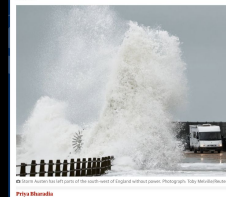
With the Autumn Budget approaching and inflation rising to 3.5%, Brits were focused on **Personal Finance**, up 9% last week. **Consumer Banking** engagement surged 2.5x – while **Personal Loans** climbed 91% and **Personal Debt** rose 61% – as households navigated ongoing cost of living pressures and ongoing uncertainty around borrowing costs. **Personal Investing** also increased 36% amid speculation over interest rates and the upcoming Autumn Budget.

A powerful earthquake struck off the coast of Sicily last week, triggering a temporary tsunami alert and making headlines across the UK. As readers followed developments, **Science** engagement climbed 21%, with **Geography** rising 18% and **Environment** up 22%.

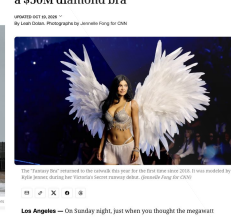
RAYE took home the 2026 Mercury Prize last Thursday, which saw **Awards Shows** engagement climb 12%, while **Contemporary Hits/Pop/Top 40** surged 57%.

Storm Beolo to bring 80mph gusts and heavy rain to parts of UK

Second named storm will hit northern parts of UK as thousands remain without power after Friday's Storms Austen



Victoria's Secret reboots its fantasy with a \$50M diamond bra



16 Best Horror Movies of 2026 (Ranked & Updated: October 2026)

From '28 Days Later: The Bone Temple' to 'Backrooms': the big-screen frighteners that are breaking us out this

SEASONAL EVENTS

With Halloween falling this Saturday, Brits are getting into the spooky spirit. **Party Supplies & Decorations** engagement surged 82%, with **Horror Movies** jumping 7% and **Desserts & Baking** rising 8% as preparations gathered pace. As people of all ages look to celebrate the freaky fright night, **Nightclubs** engagement partied up 40%.

With October half-term underway, families across the UK have been looking for ways to keep the kids entertained. **Museums & Galleries** engagement jumped 70%, while **Parks & Nature** climbed 51% and **Outdoor Activities** rose 33%. With the clocks having gone back on Sunday, bringing darker, cosier evenings, **Arts & Crafts** engagement also saw a timely 12% boost.

The Victoria's Secret Fashion Show continued to make headlines last week, following Kylie Jenner's runway debut in the dazzling \$50 million Fantasy Bra. As fans caught up on the show's standout looks and celebrity moments, **Style & Fashion** engagement climbed 2% and **Celebrity Style** 15% as fans followed their favourite celebs from the night.

A busy week of Premier League action saw Bournemouth beat Manchester United 3-0 at Old Trafford, Aston Villa win against Manchester City 2-1 and Tottenham secure a 2-0 victory over Chelsea. With plenty for fans to talk about, **Football** engagement kicked up 3%.