



★ STATES OF ★
CONNECTION

JUNE 16 – JUNE 22, 2025



Thunder roll over Pacers to wrap up NBA finals win

Food & Drink

Real Estate

Shopping

Events & Attractions

Business & Finance

Sports

PAGE
VIEWS

25.4m

WoW
GROWTH

+85%

4.9m

+57%

5.5m

+43%

24.7m

+22%

61.9m

+26%

59.6m

+7%



Thunder's thrilling nerd juggernaut
ushers in NBA's nice guy era



Juneteenth: A holiday for
ALL Americans as we fight
that battle onward

By Post Editorial Board
Published June 18, 2025, 2:18 p.m. ET



New Hampshire's
Juneteenth celebration
culminates with dance
event

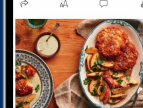
Though the Trump administration has been removing content on African American history from federal websites, Juneteenth remains a federal holiday, commemorating June 19, 1865.



These 4-Ingredient
Crab Cakes Taste Like
Summer Vacation

Crushed saltines, mayo and crab—a handful of ingredients is all it takes to make chef Dean Neff's crab cakes sing.

By Emily Overmold
June 18, 2025, 3:02 pm ET



TOPICAL HEADLINES

Oklahoma City Thunder's 2025 NBA Finals victory over the Indiana Pacers – the Thunder's first since the franchise relocated from Seattle in 2008 – heated up **Sports**. Content category engagement increased by 7% last week, with **Basketball** page views increasing by 29%. In other sports news, the ongoing FIFA Club World Cup, taking place at stadiums across the country, is continuing to boost **Soccer** page views, which rose by 14%.

Summer's official start last Friday brought with it a prolonged period of hot weather that's expected to last into this week. With tens of millions of Americans in the Midwest and East bracing themselves for further sweltering conditions due to a phenomenon known as a heat dome, **Weather** page views rose by nearly 2.5x.

In other news, the Fed's decision to hold interest rates at 4.3% – the fourth hold in a row – boosted **Real Estate** (57%) and **Business & Finance** (26%) content category engagement last week.

SEASONAL OCCASIONS

Juneteenth, on Thursday, June 19, was marked with a national federal holiday, as it has been since 2021. Engagement with the **Events & Attractions** content category grew 22% as Americans sought out inspiration for ways to spend the holiday. Combined with President Trump's complaint about the number of non-working holidays American citizens are entitled to, **National & Civic Holiday** page views rose significantly by 11x. Additionally, increasing engagement with content about seasonal **Food & Drink** – including those all-important Juneteenth red drink recipe ideas – boiled over, driving the category to 85% page views growth week-over-week.

The return of Amazon's Prime Day sale next month, during which Prime members can take advantage of deep discounts across a range of categories including electronics, beauty, apparel, and back-to-school items, grew interest in the **Shopping** content category, with engagement up 43% last week. With some Prime Day deals already live, **Sales & Promotions** page views more than doubled.