

Beat the rush to reach savers with our ISA PMP Deals

Reach **+28m Personal Finance** readers this ISA season with **Ozone**

11.0m
PERSONAL SAVINGS
users

9.6m
PERSONAL INVESTING
users

5.0m
INTEREST RATES
users

ISA season is here and the rush for finance brands to reach millions of savvy saving Brits in the right context at the right time is on. While ISA rules have evolved over the past 25 years, they remain an ever popular way to earn interest or investment returns tax-free.

PERSONAL FINANCE INSIGHT

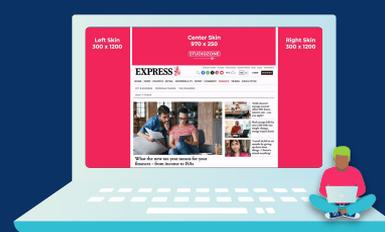
- In March, online reader engagement with **Personal Finance** content typically grows by more than a fifth month on month
- Driving growth is increased **Savings** and **Investing** page views, with the topics up by an average of +49% and +31% respectively
- As a result, expect our **Personal Finance** audience segment to grow by up to a tenth



Why buy with Ozone?

- Single point of access to premium, high attention, multi-publisher inventory
- Accurate, reliable and recent first-party audience segments verified by PwC. Reach audiences in the moment they are most engaged with precise targeting
- Mitigate against duplication, wastage and overexposure for a more efficient buy
- Deploy video, display and rich media campaigns with build and design support
- Self serve and activate directly from your DSP Measure beyond performance with Ozone's Attention Index and Brand Study products
- Programmatic formats include:
 - Rich media (Skins; Interscrollers)
 - Online Display (High Impacts; IABs)
 - Video (Pre roll; Outstream; Video Wrap)

Programmatic formats



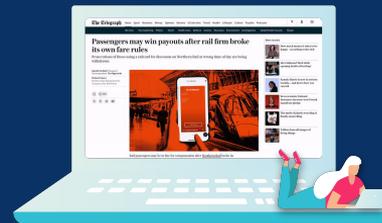
Multi Skin



Interscroller



IABs



Video Wrap

**CONTACT
THE TEAM**

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AD MANAGER**