

An illustration of a person in a green tank top and blue pants running to the right, holding a long spear. A soccer ball is positioned to their right.

Planning ahead for 2024

An illustration of a person in a green shirt and blue pants holding a yellow sign that says "NEW PLAN".An illustration of a person in a blue suit and red skirt holding two red spheres.An illustration of a person in a red shirt sitting on the floor and working on a laptop.

with **READING THE NATION**

An illustration of a person watering a plant with a blue watering can.An illustration of a shopping cart filled with various items.An illustration of a red car.An illustration of a green bottle.An illustration of a red heart.An illustration of a yellow smartphone.An illustration of musical notes.An illustration of a globe.An illustration of a blue graduation cap.An illustration of a silver medal.An illustration of a globe with a red star.An illustration of a blue book with a globe on the cover.

PLANNING AHEAD FOR 2024

Welcome to our third annual guide to what our nationwide audience – of more than 40m online consumers – is reading across the premium web. And this year is a little different, as we are using our unique data and insight to look forward, as well as to retrospectively look back.

For the past three years we have been growing our understanding of the drivers of reader engagement – as measured by premium publisher page views – and how this translates into growth in content categories you can actively plan campaigns against. By consolidating multiple years of data we are able to forecast expected reading trends across the premium web, at the same time as acknowledging the topical events of 2023 that really piqued reader interest.

We hope you find it interesting, insightful and most of all impactful.

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‘Simply Premium’ first-party data

Half the beauty of our data is its simplicity... It’s entirely powered by human attention – that’s real humans, not bots and not AI.

The other half is echoed in its provenance, derived from engagement with the best content from across the premium web. Every day, reporters, writers, journalists and editors carefully curate and painstakingly produce the best in editorially-led content. From hard-hitting headlines and clever copy, to photography, video and interactives that catch the eye, these publishing experts are trusted to keep real people in-the-know and entertained.

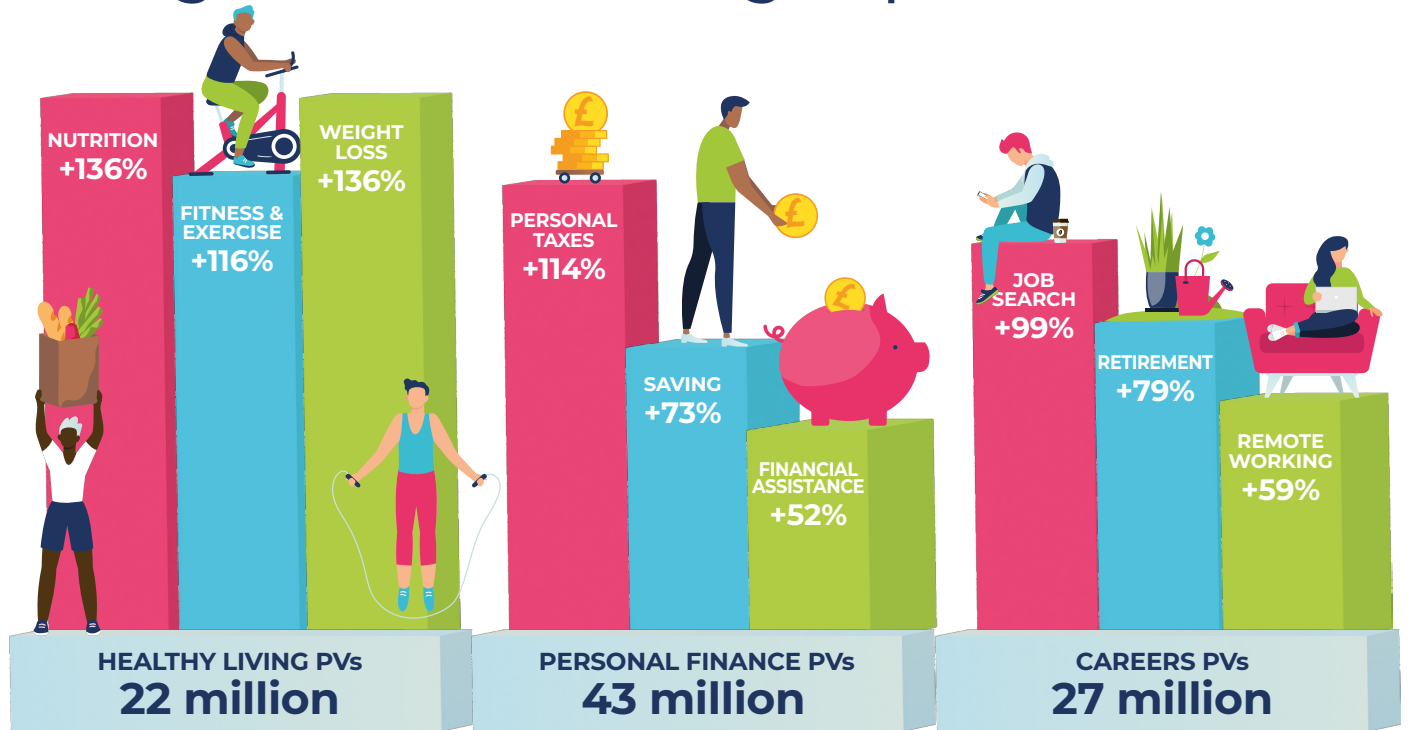
Every day, week and month, our nationwide audience continually comes back for more great content. We see this time and again in our weekly editions of **Reading the Nation**, our seven-day view of what the nation’s been reading about. We also see it in **Ozone Ad Manager** – our audience insight, campaign planning and deal activation platform – when analysing longer-term trends to create bespoke insights.

Thanks to the special relationships we have with publishers across the premium web, Ozone’s unique cross-publisher view of first-party data is 100% consented and compliant, as well as future-proofed for a world post the third-party cookie.



JANUARY

The great British change up



* ALL DATA POINTS BASED ON A THREE-YEAR AVERAGE (2021-2023)

Tired of festivities, health hungry Brits start January afresh with the great British change up. From better nutrition and new fitness goals, to switching and saving to help balance household budgets for the year ahead, it's the most organised time of the year.

It's no surprise following a month of excess, that **Healthy Living** content is a notable mover for engagement growth with the **Fitness & Exercise**, **Weight Loss** and **Nutrition** topics all more than doubling. While the first quarter is still big for the category, we've seen growing interest in our **Wellness** content throughout the year. In 2023, Q2 and Q3 were the largest quarters, with nearly two-thirds of annual page views, making it a key time for brands to build consideration and preference.

Wealth health is another area of focus, as Brits plan their finances for the year ahead. Typically, **Personal Finance** is boosted by 1.5x growth in **Financial Assistance** page views as readers seek guidance to switch financial products or replan household budgets. With the self assessment deadline looming, we expect **Personal Taxes** page views to more than double.

Finally, the search for new ways to make a living lifts our **Careers** category to double-digit growth. There's significant interest in **Job Search** content – which doubles – with **Remote Working** increasingly important to job seekers as the topic grows by c.60%.

TAKE ACTION

We expect our **Healthy Living**, **Personal Finance** and **Careers** categories to show similar growth in January 2024 as the great British change up begins again. Brands should consider campaign activation seven days before the start of January as the last week of the previous year sees engagement bubble up. On average, this drives December growth of between 15% and 20% for these three categories.

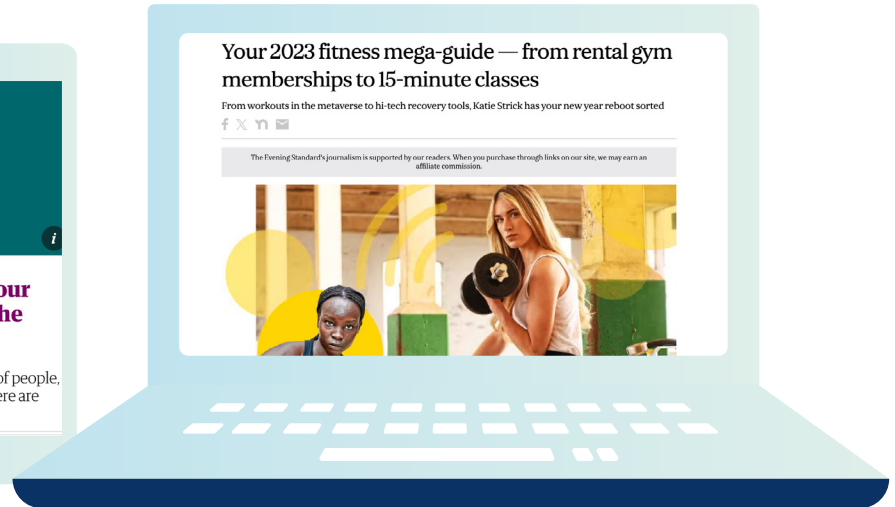
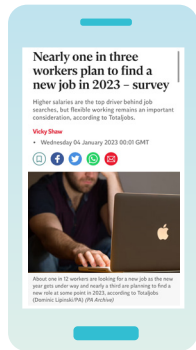
WHAT HAPPENED IN JANUARY 2023?

Last year, there was January growth for other change up categories including **Property, Home & Garden** and **Automotive**. Reader interest peaked due to the challenging UK housing market and the build up to March's new car registration plate launches.

Interest in **Travel** appeared to return to expected pre-pandemic levels. As well as growth for the **Locations** topic – with readers seeking inspiration

for where to go in the year ahead – there were also notable increases for the **Skiing, Cruises** and **Budget Travel** topics.

Our **Movies** category also saw a spike in interest which increased significantly on the day the nominees for the 2023 Oscars were announced. More than 1.1m **Movies** page views on Tuesday 24 January grew by +69% compared to the day before.

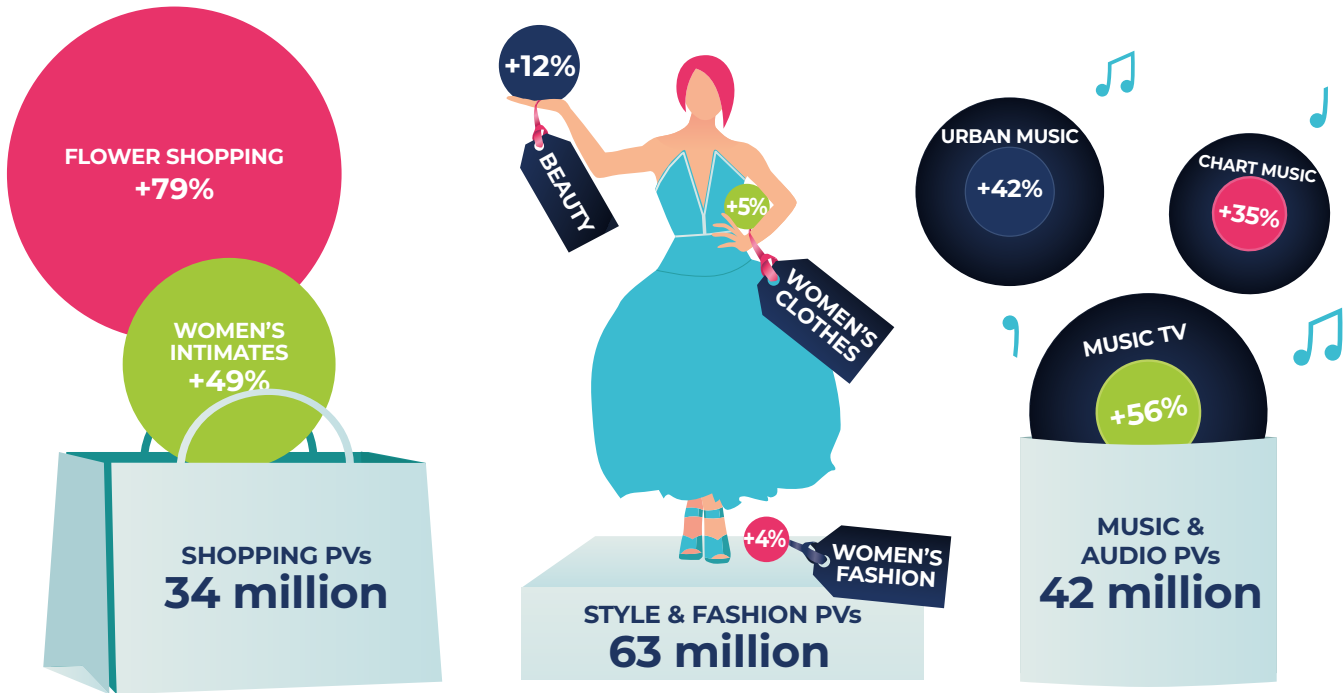


JAN 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
01 New Year's Day Bank Holiday Veganuary/Dry January begins	02	03	04	05 Twelfth Night	06	07 Golden Globe Awards
08 Back to school (England)	09	10	11	12	13	14 Australian Open begins
15 Martin Luther King Jr. Day	16	17	18 BAFTA nominations announced	19	20	21
22	23 Oscar nominations announced	24	25 Burns Night	26	27	28 Australian Open ends
29	30	31 Premier League transfer window closes				

FEBRUARY

Fashionable Feb's a style icon



* ALL DATA POINTS BASED ON A THREE-YEAR AVERAGE (2021-2023)

While the year's smallest month may be short on days, there's still a lot of love for fab Feb – after all, it's seriously big on fashion. From the catwalks of New York, Milan, London and Paris, the four fashion majors make February a Style & Fashion favourite.

We see millions of fashionistas across the Ozone platform engage with our influential premium publisher editorial at this time of year. From the hottest haute couture to the new season's high-street trends, it's the month where our fashion editorial is on point. In 2023, 90m+ **Style & Fashion** page views grew +14% month on month, with the **Women's Fashion** and **Women's Clothing** topics among the key drivers.

Mid-month and Valentine's Day give millions of couples – and singletons – the opportunity to say: "I flipping love you." From fabulous florists and the best beauty brands to intimate gifting, Valentine's Day sends the **Flower Shopping** topic into an early bloom – up c.80% – while **Women's Intimates** will grow by almost a half. Interest in **Beauty** gifting will grow topic engagement by more than 10%.

Finally, the BRIT Awards is often the year's first event to drive reader engagement growth for our **Music & Audio** category. Last year's awards also drove related growth for the **Awards Shows** (15x) and **Music TV** (+56%) topics from our **Events** and **Television** categories.

TAKE ACTION

February's a fashionista's fantasy, fueled by influential style editorial from our premium publishers. With hot runway trends and new season's styles on offer, high-end brands can own the majors and reach more than 25m engaged online readers by targeting our custom **Luxury Lifestyle** segment. For Feb's other major – on the month's 14th day – activate brand campaigns using our **Valentine's Day** segment.

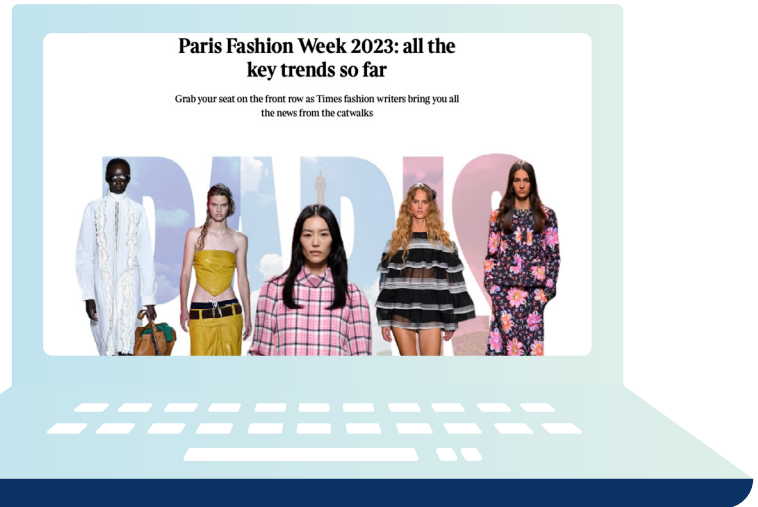
WHAT HAPPENED IN FEBRUARY 2023?

The Six Nations Championships kicked off in February driving reader engagement with our **Rugby** content. Monthly page views increased by +60% across the Ozone platform as our premium publisher punditry covered the action.

The first school half term of the year took place and engagement with content related to keeping children entertained increased. The **Parenting** topic, from

our **Family & Relationships** category, grew +16% month on month, while **Travelling with Kids** content from **Travel** rose by +40%.

February also celebrated the best of the arts, as the BAFTAs – broadcast live on the BBC – took place to drive engagement growth for our **Television** category, while London Theatre Week boosted the **Theatre** topic in **Arts & Culture**.

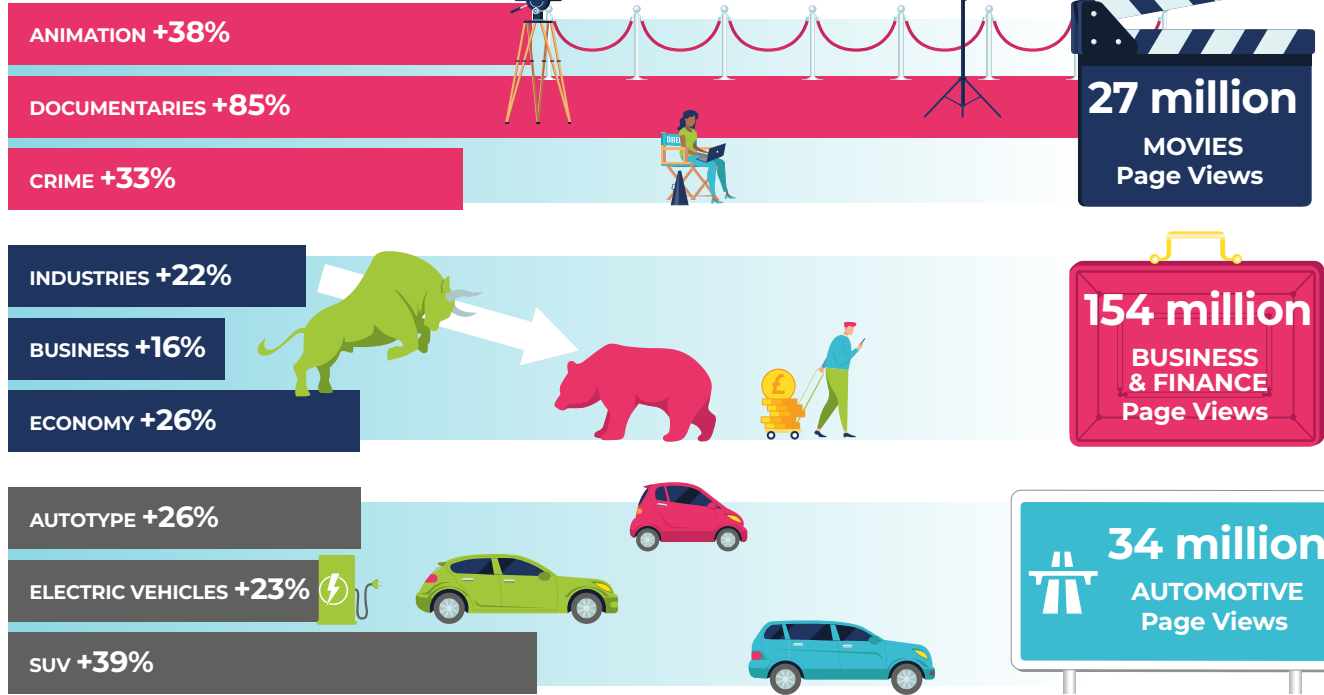


FEBRUARY 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
			01 Time to Talk Day LGBT+ History Month starts	02 Rugby Six Nations starts	03	04 Grammys
05	06	07	08	09	10 Lunar New Year	11 2023 Super Bowl LVIII
12 Shrove Tuesday (Pancake Day)	13	14 Valentine's Day	15	16 London Fashion Week starts	17	18 BAFTA Film Awards
19 London Fashion Week ends	20	21	22	23	24	25
26	27	28	29 Leap Year			

MARCH

Spring marches into focus



* ALL DATA POINTS BASED ON A THREE-YEAR AVERAGE (2021-2023)

A new season blooms in March as the spring equinox and clocks going forward draw months of colder, darker days to a close. With more daylight, better weather and motorists treated to the latest car launches, content associated with getting out and about will grow.

March is the first of two periods in the year when new car registrations are launched. An array of new makes and models fuel petrol, hybrid or 100% plug-in heads' love for a new set of wheels. As such, expect engagement with **Automotive** content across the Ozone platform to increase, with inspirational editorial about car types, such as **Electric Vehicles** and family **SUVs**, being key drivers.

The changing season also brings a change of fiscal policy as the Chancellor of the Exchequer announces the Spring Budget. Reader interest in their own and the nation's finances grows, with **Business & Finance** and **Personal Finance** categories both increasing by more than a fifth. April's approaching ISA deadline will also drive the **Personal Investing** and **Saving** topics to growth of +25% and two-fifths respectively.

Finally, Hollywood's annual moment in the spotlight, the Oscars, drives engagement growth of almost a quarter with our **Movies** content. In 2023, while there was disappointment for Ireland's The Banshees of Inisherin, history was made as Michelle Yeoh became the first Malaysian performer to win the best actress award.

TAKE ACTION

Spring's new car registration launch gives motorists the opportunity to purchase the new set of wheels they've been busy researching across Q1. While they will be in-market in March, there's a very clear increase in car research across Ozone the month before. Campaign weighting should be focused in February to reach prospective buyers as mindsets move down the funnel from consideration to purchase.

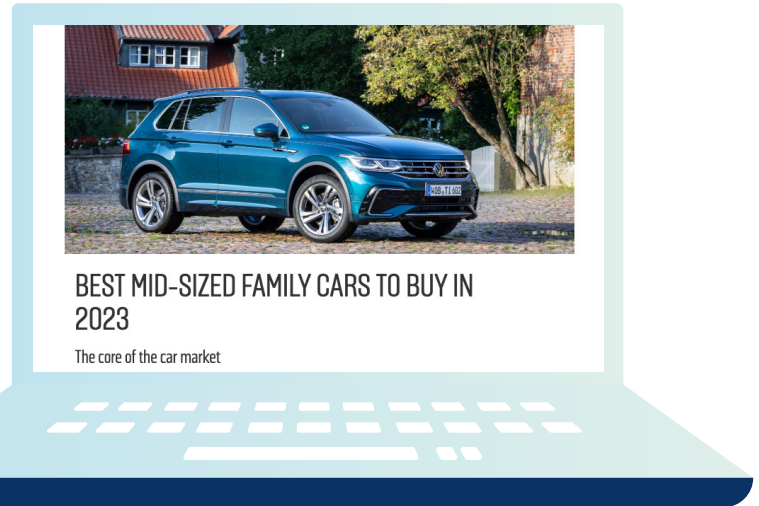
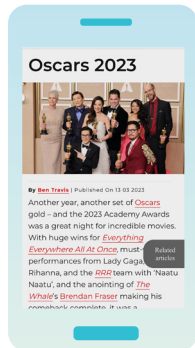
WHAT HAPPENED IN MARCH 2023?

Celebrating Mother's Day drove engagement with our **Events & Attractions** content – including the **Bars & Restaurants** topic which grew by a fifth – as families sought out ways to spoil mum. **Flower Shopping** also bloomed, growing by more than a quarter.

The Cheltenham Festival – one of horse racing's biggest annual events – took place, which always drives huge engagement with related content. In

March 2023, **Horse Racing** page views were more than four times higher month on month, while **Betting** engagement more than doubled.

Finally, Brits nationwide donned tools and got busy with their 'to do' list on the first bank holiday of the year. March saw engagement with our **Hobbies & Interest** category increase by +16% month on month, with +29% higher **DIY** page views a key driver.

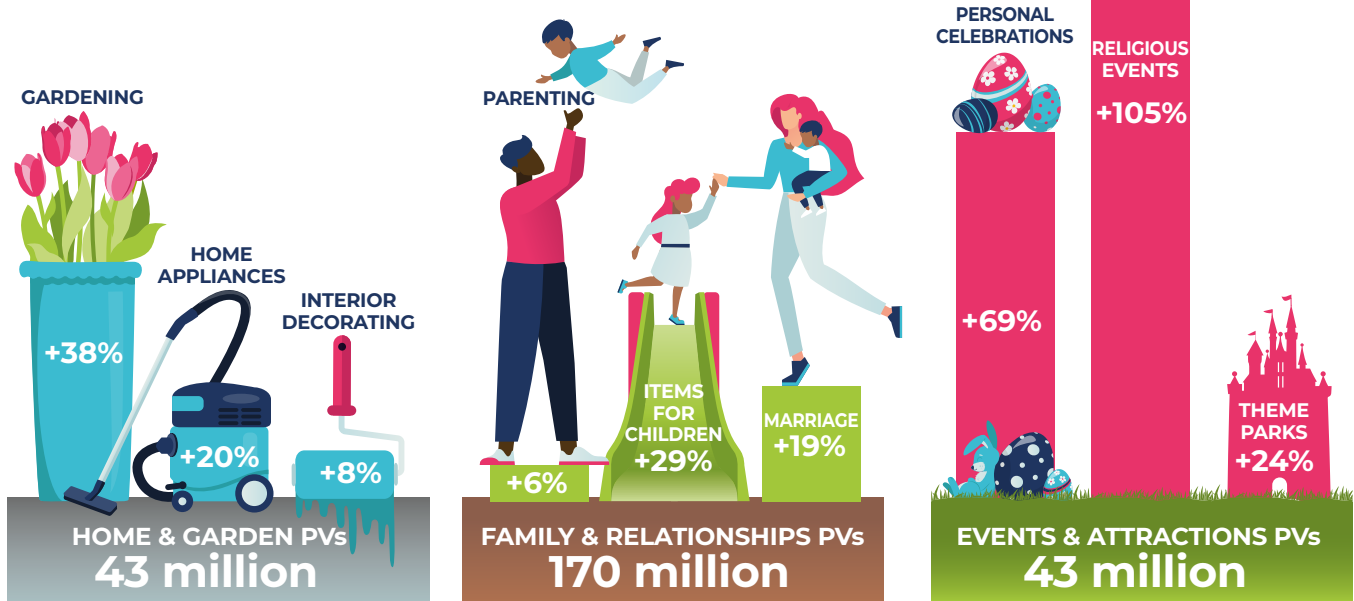


MARCH 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
				01 New car registration day St David's Day	02 The BRIT Awards	03
04	05	06	07 World Book Day	08 International Womens Day	09	10 Mother's Day The Oscars Ramadan begins
11	12 Cheltenham Festival begins	13	14	15 Comic Relief Cheltenham Festival Gold Cup	16	17 St Patrick's Day
18	19	20 Spring Equinox	21	22	23	24 Palm Sunday
25	26	27	28	29 Good Friday Bank Holiday	30	31 Easter Sunday British Summer Time (clocks go forward)

APRIL

Bringing loved ones together



* ALL DATA POINTS BASED ON A THREE-YEAR AVERAGE (2021-2023)

Millions of Brits combine their observation of significant seasonal occasions with an extended break away from work and education. During April, our premium publishers produce editorial about the best things to do for Brits in their down time.

This content drives reader engagement with our **Events & Attractions** category, as consumers seek out ways to spend time off. April sees these breaks – and moments like Easter and Ramadan – increase monthly page views for the category by almost a fifth. Expect growth for the **Personal Celebrations** and **Religious Events** content topics, with the latter more than doubling. There's also increasing interest in content about making the most of the school holidays, with growth for the **Theme Parks, Museums** and **Outdoor Activities** topics.

This, in turn, drives reader engagement with editorial about **Family & Relationships**, with the category typically increasing by almost a third month on month in April. **Parenting** content – which is one of the biggest topics within the category – grows with a key driver being the **Items for Children** topic which increases by almost 30%.

Home & Garden is another April bloomer. We see reader engagement grow as the long bank holiday weekend presents homeowners with the perfect opportunity to spruce up their beloved dwellings inside and out. Expect growth of almost two-fifths for **Gardening** content, while the **Home Appliances** and **Interior Design** topics will also increase.

TAKE ACTION

The extra time at home and nature of April's special occasions make it a key month for Brits to spend time with friends and family or indulge in some downtime. Typically, we see engagement with related content – such as Food & Drink, Home & Garden or Healthy Living – begin to grow in the middle of March, so consider campaign activation at least two-weeks before the month begins.

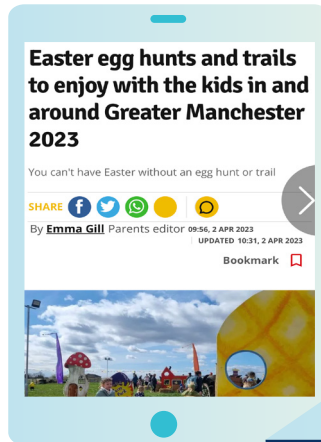
WHAT HAPPENED IN APRIL 2023?

The London Marathon returned to pre-pandemic April scheduling to put **Healthy Living** under starters orders. Page views for the category increased by a third, with four-fold growth in the **Running** topic, as enthusiasts of the race laced up their trainers.

Travel also returned to pre-pandemic levels. Reader engagement with this content across Ozone was lifted by almost a fifth as the Easter holidays began.

Interest in **Family Holidays** tripled in April, with destinations – such as UK staycations and short-haul locations in Europe – driving growth.

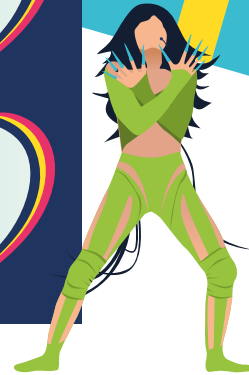
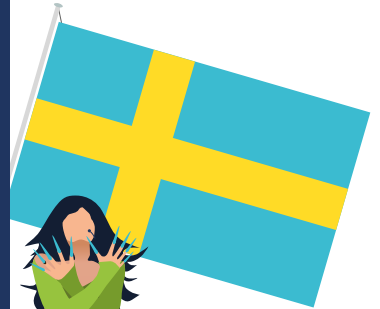
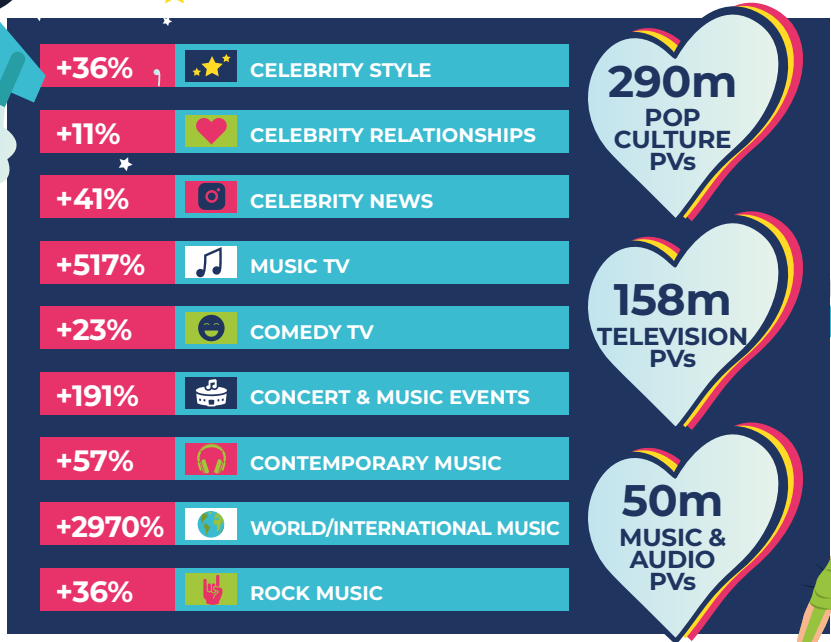
Finally, The Grand National took place at Aintree mid-month. With a huge television audience and millions of pounds staked by fans, engagement with our **Horse Racing** content grew by a fifth to build on March's Cheltenham Festival growth.



APRIL 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
01 April Fool's Day Bank Holiday Easter Monday	02	03	04	05 ISA contributions deadline	06 Start of the tax year	07
08	09	10	11	12 Coachella Weekend 1	13 The Grand National	14
15 Back to school	16	17	18	19 Coachella Weekend 2	20 The Scottish Grand National	21 London Marathon
22 International Earth Day Passover begins	23 St George's Day	24	25	26	27	28
29	30					

Eurovision fever unites the nation



* ALL DATA POINTS BASED ON A THREE-YEAR AVERAGE (2021-2023)

Don't know if you've noticed, but May and the world's biggest singing competition have been having a bit of a thing lately. The year's fifth month brings sparkle, high camp and some truly out there musical moments to the masses.

Have you guessed what it is yet? Yep, Eurovision, the annual celebration of wondrous, wild and weird international music, takes place in May and its popularity is soaring. The previous two editions – with Sam Ryder's second place finish in Turin and 2023's Euro love-in in Liverpool – have rocketed the appeal of the contest into space... man! Victory for Sweden at the UK-hosted 67th competition means the 2024 event will be celebrated in Malmö on the 50th anniversary of ABBA's 1974 win with Waterloo.

As a result, expect a reader engagement boost of almost two-fifths for our **Music & Audio** category. Lifting the category most dramatically, page views for the **World & International Music** topic are typically 30x higher in May. Eurovision's recent resurgence also lifts reader engagement with our **Television** and **Pop Culture** categories. As a pan-European, appointment-to-view broadcast television event, interest in content about the televised performances throughout the finals week grows, with the **Music TV** topic typically growing six-fold, while **Concerts & Music Events** almost trebles.

TAKE ACTION

May might now be the most tuneful month of the year for music fans of a certain taste – as the success of Eurovision in the past three years shows. With significant interest across multiple content categories for such events, brands aligning themselves with the song content – or other televised appointment-to-view events – would benefit from the incremental reach Ozone can add to their media channel mix.

WHAT HAPPENED IN MAY 2023?

From the 'Chazzle Dazzle' to the 'Corry Norrie', whatever way it was referred to, the Coronation of King Charles and Queen Camilla proved to be a once-in-a-lifetime spectacular. Reader engagement in our publishers' celebratory content increased, with **Pop Culture** growing by more than a quarter to its highest monthly total of 2023. **Celebrity Families** and **Celebrity Style** topics increased by +14% and +30% respectively and **Heads of State** content grew by more than half.

Elsewhere, the giant red carpet was rolled out for the 76th Cannes Film Festival. This celebration of international film making, drove reader engagement with our **Movies** and **Celebrity Style** content.

Finally, for millions of GCSE and A-Level students, May signalled exam season. Interest in our **Education** category grew by almost a fifth with 2.6x higher page views for the **Educational Assessment** topic.



MAY 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
		01	02	03	04	05
					Star Wars Day	
06	07	08	09	10	11	12
The Met Gala May Bank Holiday					Eurovision final (50th anniversary)	
13	14	15	16	17	18	19
Mental Health Awareness Week	Cannes Film Festival starts					Premier League season ends
20	21	22	23	24	25	26
French Open begins	Chelsea Flower Show starts	UEFA Europa League Final	F1 Monaco - Grand Prix		FA Cup Final	
27	28	29	30	31		
Spring Bank Holiday						

JUNE

Summer fun, sport and travel heat up

FOOTBALL
+19%

CRICKET
+264%

HORSE RACING
+166%

FESTIVALS
+261%

SPORTING EVENTS
+37%

OUTDOOR ACTIVITIES
+58%

SEASIDE RESORTS
+54%

PREPARATION & ADVICE
+41%

KIDS TRAVEL
+26%

SPORT PVs
267 million

EVENTS & ATTRACTIONS PVs
123 million

TRAVEL PVs
111 million

* ALL DATA POINTS BASED ON A THREE-YEAR AVERAGE (2021-2023)

June's summer solstice kick-starts a season of fun in the sun. From now until September, major cultural and sporting events – as well as travel – grab the attention of millions of Brits. June's also home to one of the world's most popular festivals – Glastonbury.

As a showpiece event in the UK's cultural calendar, Glastonbury is as famous for its stellar lineups as it is for the difficulty festival fans have getting tickets. With the 2024 festival sold out, interest in **Festival** content across our platform is set to be incredibly high. Typically, the **Events & Attractions** category topic will be c.3.5x higher in June. And despite huge interest in our **Music & Audio** category in May – thanks to Eurovision – we see Glasto grow engagement by a further fifth in June.

Britain's summer of sport is another annual fixture at this time of year. In 2024, Euro 2024 and the Paris Olympic and Paralympic Games will make the Ozone platform a go-to destination for sport-loving Brits. Normally, we'd expect **Sport** engagement to grow by c.15% in June but these major sporting events will boost interest significantly. Elsewhere, international Cricket will deliver c.3.5x higher **Cricket** topic page views, while interest in **Horse Racing** will grow c.2.5x during The Derby and Royal Ascot.

Increasingly, while we see the most reader engagement with our **Travel** category in Q3, June sees interest start to grow. Overall category growth is driven by content about **Seaside Resorts** and **Travel Advice**, with both growing in the region of 50%.

TAKE ACTION

Summer officially begins in June with the solstice, but the fun will really start when Euro 2024 kicks off on the 14th and at Glastonbury later in the month. With a focus on the Euros, expect die-hard and fair-weather fans to follow the home nations feverishly, with Ozone a go-to destination for premium punditry. We expect Football page views during the tournament to be c.30% higher than normal.

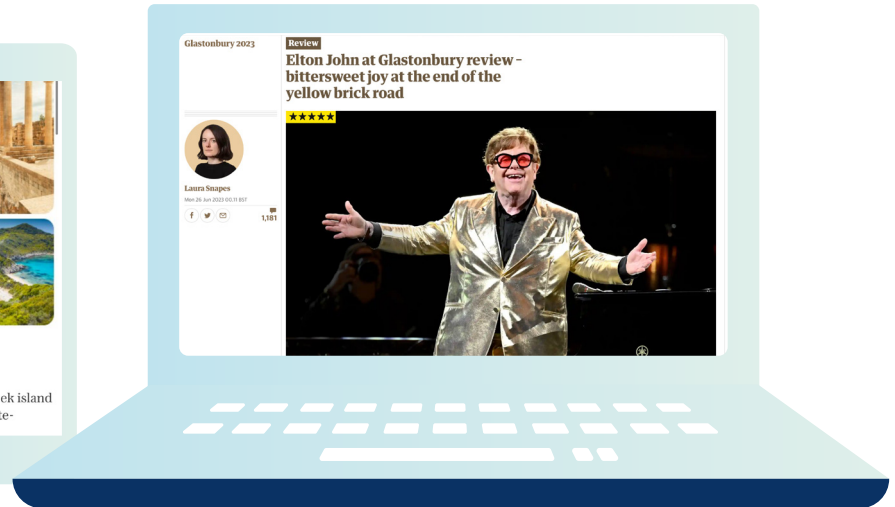
WHAT HAPPENED IN JUNE 2023?

The final episode of Ted Lasso, Apple TV's hugely successful series about a US sport coach managing an English football team, boosted interest in **Comedy TV** content across the Ozone platform. Monthly page views for the **Television** topic increased by a quarter as the third series ended.

The Bank of England increased the UK base rate to bring down inflation which affected millions

of mortgage holders. Monthly page views for the **Interest Rates** and **Home Financing** topics grew significantly, with the latter more than doubling and the former almost tripling.

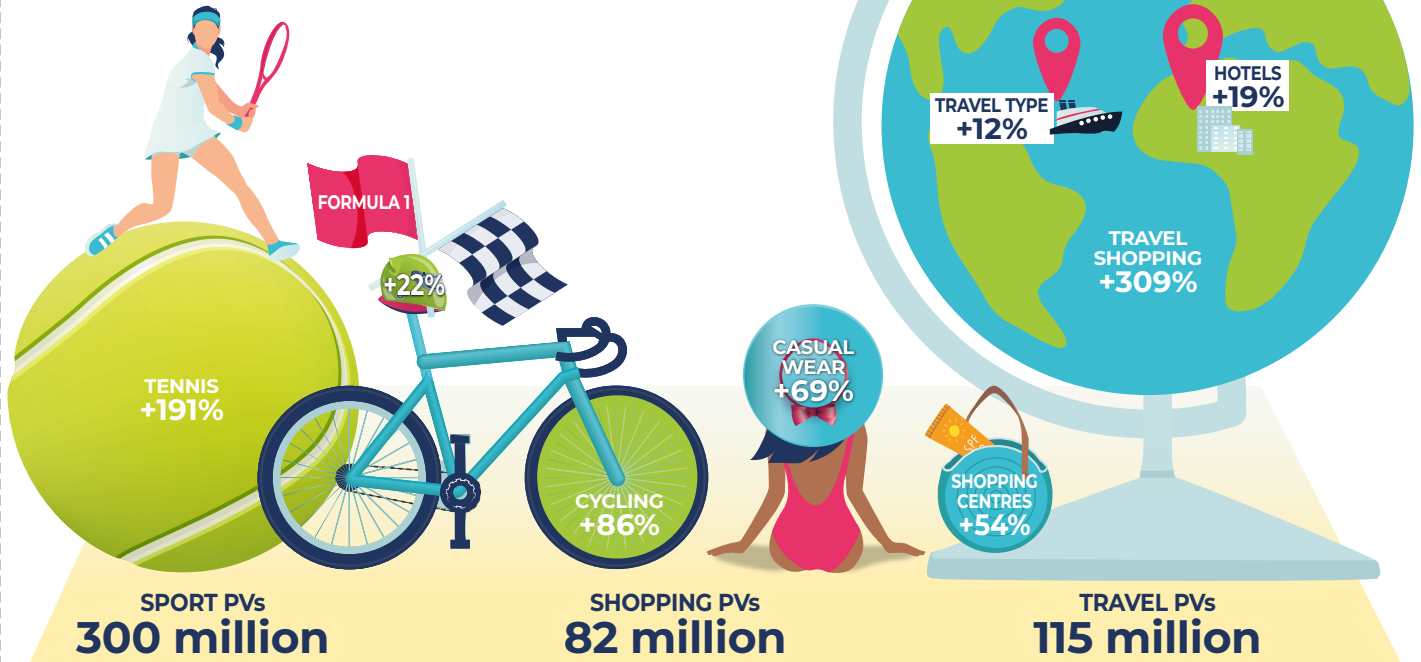
The first hot spell of the year heated up engagement with **Weather** content, as page views grew c.80%. Related content, including **Seaside Resorts** and **Barbeques & Grilling** showed similar increases.



JUNE 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
					01 The Derby UEFA Champions League final	02
03	04	05 World Environment Day	06 80th Anniversary of D-Day landings	07	08 Parklife festival begins	09
10	11	12	13 US Open Golf starts	14 UEFA Euros 2024 begins	15 24 Hours of Le Mans	16 Eid ul-Adha begins Father's Day
17	18 Royal Ascot begins	19	20 Summer Solstice Isle of Wight Festival begins	21	22 Windrush Day	23
24	25	26 Glastonbury Festival begins	27	28	29 Tour de France begins in Florence Pride in London	30 Glastonbury Festival ends

Beach holidays boost travel



* ALL DATA POINTS BASED ON A THREE-YEAR AVERAGE (2021-2023)

July turns beach holiday dreams into a reality as school's out and families make a break for it. Shopping's also hot and there's further sporting action – including Wimbledon and the British Grand Prix – to give sport loving Brits even more reasons to smile.

July, and the start of the school summer break, sees reader engagement with **Travel** content across the Ozone platform grow as millions of families get away for fun in the sun. Holiday season sees interest in **Travel Type** – be it land, air or sea – increase by more than 10%. Elsewhere, we expect interest in accommodation options or destinations for late bookers, including our **Hotels** and **European** topics, to increase by almost a fifth.

Getting travel ready will boost **Shopping**, with a four-fold increase in **Travel Shopping** page views and two-thirds growth in **Casual Wear** content typically driving engagement.

July sees the nation's focus return to the grass courts of the All England Lawn Tennis & Croquet Club. Of the four grand slam tennis tournaments, The Championships Wimbledon is the most prestigious globally and is by far the nation's favourite. On average, engagement with our **Tennis** coverage across the two-week championship is c.7x higher than the prior fortnight. For other sports, expect **Formula 1** page view growth of almost a quarter with interest in the British Grand Prix, while the Tour De France will pedal engagement growth for **Cycling** upwards of +80%.

TAKE ACTION

While Q3 is our busiest quarter for Travel and July is our biggest month, brands should consider it an always-on category across Ozone, as we see high engagement throughout the year. For summer holiday planning specifically, we typically see consideration building from January with early-bird bookers finalising their summer break by around April. Late bookers will often leave it as late as May.

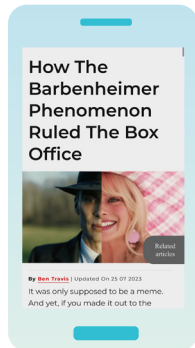
WHAT HAPPENED IN JULY 2023?

Barbenheimer – the summer blockbuster showdown – saw reader engagement with our **Movies** category grow by double digits, as Barbie and Oppenhiemner opened at cinemas nationwide. In particular, the **Comedies** topic – up by 80% – drove growth.

Elsewhere, with house prices falling at the fastest annual rate since 2011, **Property** page views grew by more than 10%. Up by a third, the **Buying & Selling**

topic was a key driver of this growth. Since the beginning of the year, when the Bank of England changed interest rates, engagement with **Financial Assistance** content increased by +27%.

Finally, there was notable growth for our **Science** category as interest in record global temperatures drove reader engagement. The **Environment** topic from the category increased by more than two-fifths.



JULY 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
01 The Championships Wimbledon starts	02	03	04 Independence Day – US	05 F1 British Grand Prix begins	06	07 F1 British Grand Prix
08	09	10	11	12	13 Wimbledon Finals weekend	14 Open Championship starts UEFA Euro 2024 final
15	16	17	18 Mandela Day	19	20	21
22	23	24	25 Latitude Festival begins School summer holidays begins	26 Paris 2024 Olympics begin	27	28
29	30	31				

AUGUST

Fringe and festival fun revs up

THEATRE
+53%

DANCE
+79%

COMEDY EVENTS
+199%

BANK HOLIDAYS
+117%

PARTY SUPPLIES
+116%

FESTIVALS
+111%

AUTO TECH
+45%

AUTO TYPE
+32%

**BUYING
& SELLING**
+16%

**ARTS &
CULTURE PVS**
15 million

**EVENTS &
ATTRACTIONS PVS**
129 million

**AUTOMOTIVE
PVS**
47 million

* ALL DATA POINTS BASED ON A THREE-YEAR AVERAGE (2021-2023)

Summer fun continues in August as the UK festival season takes centre stage and bank holiday weekend revelry beckons. From the best jokes at the Fringe to Europe's biggest party on the streets of the UK capital, August's events get Brits moving.

August sees up to three million culture fans descend upon the capital of Scotland, as the annual Edinburgh Fringe Festival takes place. Reader interest in the world's largest performance arts festival – a month-long event – will drive significant growth for our **Arts & Culture** content. We expect page views for the **Theatre** topic to grow by more than half, while page views for **Comedy Events** content will almost triple.

The festival spirit continues throughout the month all the way to the August bank holiday weekend when the nation collectively lets its hair down. Festivals, things to do with the family, and bank holiday activities will grow interest in **Events & Attractions** by 10% – with the **Festivals** and **Bank Holidays** topics both typically doubling in size. Notably, Reading and Leeds, All Points East and the Notting Hill Carnival are also likely to drive interest in **Music & Audio**, with growth of a fifth.

Finally, the car's the star in August as the build up to September's new registration launch fuels **Automotive** growth. Category page views are set to increase by more than a fifth as readers research **Auto Tech**, which grows by nearly half, **Auto Type**, which will increase by almost a third, and the **Buying & Selling** topic.

TAKE ACTION

August is another big month for major events and in 2024 the Paris Olympic and Paralympic Games will sparkle. Expect huge reader interest from the opening ceremony in late July – when page views will likely increase eightfold – until the Paralympics close in September. Consider campaign activation two-weeks before the games and plan for magic moments to make the most of the most memorable stories.

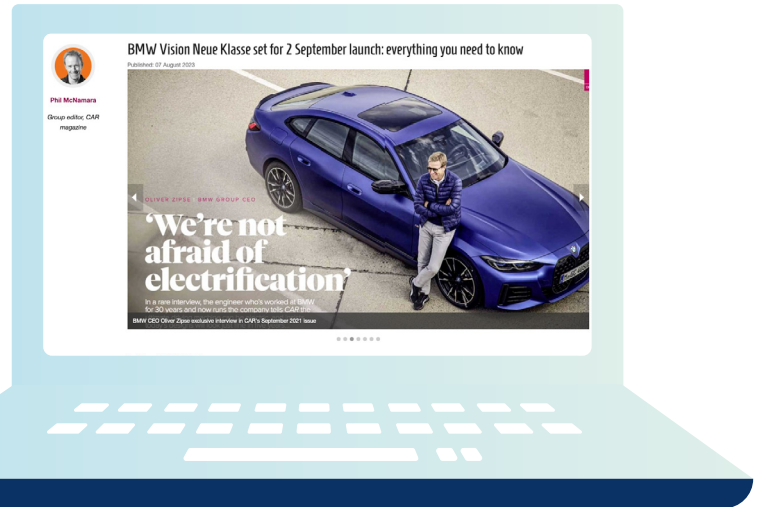
WHAT HAPPENED IN AUGUST 2023?

A star performer in 2023 was **Education** which saw growth of more than 10% as millions of GCSE and A-level students received their exam results. Unsurprisingly, there was significant growth for the **Educational Assessment** (5.7x) and **College Life** (2.5x) topics within the category.

Elsewhere, defeat for the Lionesses against Spain at the final of the Women's World Cup capped

a remarkable 12 months for interest in women's football. August 2023 was our highest ever month for reader engagement with our **Football** content with 325m page views.

Finally, **Business & Finance** engagement grew by +51% to almost 218m page views, with reader interest driven by troubled high-street retailer Wilko's fall into administration.

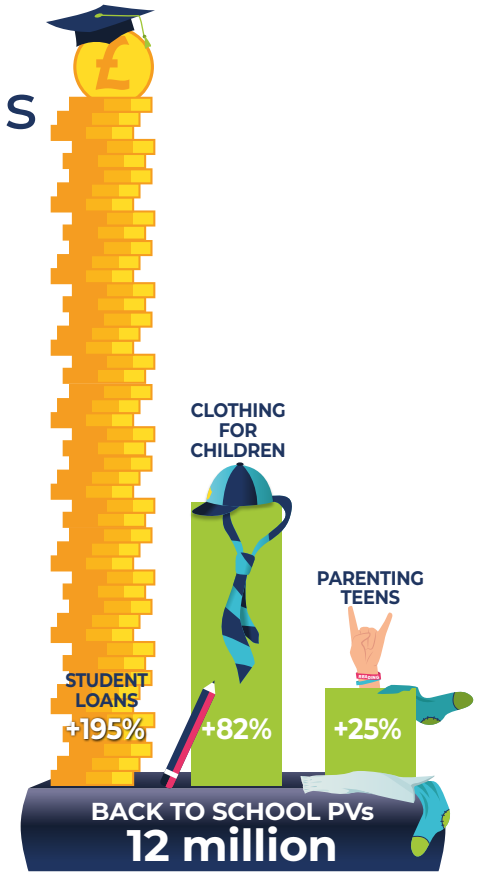
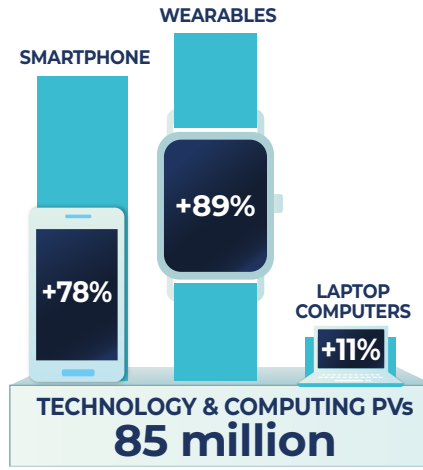
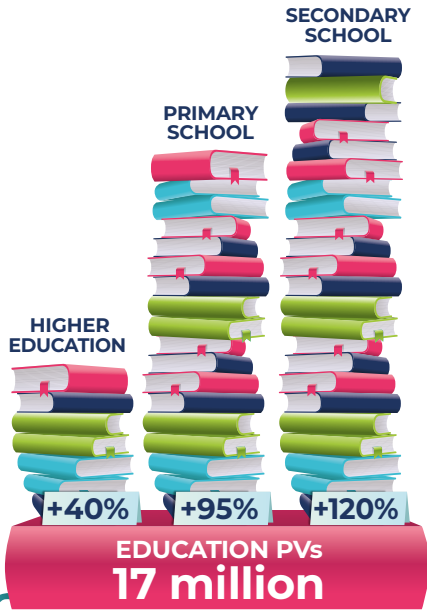


AUGUST 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
			01	02	03	04
				Edinburgh Fringe Festival starts	Brighton Pride Weekend	
05	06	07	08	09	10	11
						Olympics closing ceremony
12	13	14	15	16	17	18
Tour de France Femme begins			A-level results day			World Rowing Championships begins
19	20	21	22	23	24	25
		Reading & Leeds Festival begins	GCSE results day			Notting Hill Carnival begins
26	27	28	29	30	31	
US Open Tennis starts August Bank Holiday		Paris 2024 Paralympics starts				

SEPTEMBER

School's back as Autumn falls



* ALL DATA POINTS BASED ON A THREE-YEAR AVERAGE (2021-2023)

September sees the nation wave goodbye to the summer's final days as the autumnal equinox takes place. The changing of the season signals the beginning of new experiences for millions of school, college and university students as the new term begins.

The start of the academic year sees millions of pupils and students embark on new learning and life experiences. This typically leads to engagement with our **Education** editorial grow by more than a fifth.

We will see monthly reader engagement grow across all stages of education – from infants to young adults. In particular we expect **Early Childhood** and **Higher Education** page views to grow by around half, and **Primary** and **Secondary Education** content engagement to double.

Also in September, back-to-school shopping will typically see interest in **Clothing for Children** grow by c.80% and there will be related page views growth for content about **Laptop Computers** and **Student Loans**.

Interest in technology will also grow as Apple tends to unveil a suite of new product launches. There's always a huge focus on the release of the new model of iPhone, while in recent years the Apple Watch has become another object of desire from the world's biggest technology company. Reader engagement with **Smartphone** and **Wearables** content should see both topics grow by more than three-quarters.

TAKE ACTION

September is big for back-to-school campaigns as education returns. While planning will begin a month earlier as engagement with relevant content – including school clothing, supplies, books, electronics – starts to grow, the consideration window for new purchases is short and often last minute. For simpler activation, reach 20m highly engaged online readers using our custom back-to-school audience segment.

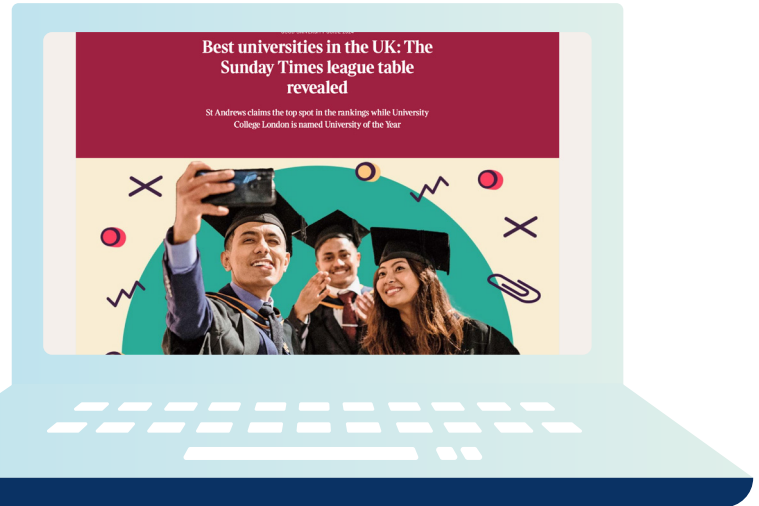
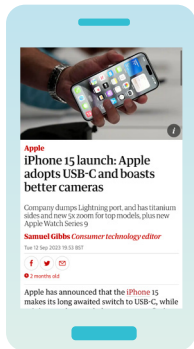
WHAT HAPPENED IN SEPTEMBER 2023?

While the start of September drove **Automotive** engagement with the new 73-plate release, owners of non-compliant vehicles found themselves subject to charges and fines as London's Ultra Low Emission Zone (ULEZ) was expanded to incorporate boroughs across the UK capital.

Reader engagement with our **Television and Arts & Culture** categories increased as Strictly Come

Dancing returned to our screens, while The Great British Bake Off, ITV's Big Brother revival and the fourth and final season of Sex Education on Netflix, all warmed up the nation's telly viewers as the weather turned.

Victory for Europe against the USA at the 2023 Ryder Cup significantly increased engagement with **Golf**. Interest was high as page views more than doubled.



SEPTEMBER 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
						01 New car registration day
02 Back to School (England)	03	04	05	06	07	08 Great North Run Paris 2024 Paralympics ends
09	10 World Suicide Prevention Day	11	12	13	14 Last Night of the Proms London Design Festival begins	15 London Fashion Week SS24
16 100 days 'til Christmas	17	18 International Equal Pay Day	19	20	21	22
23	24	25	26	27	28	29
30						

OCTOBER

Half term spooks kick off Q4



* ALL DATA POINTS BASED ON A THREE-YEAR AVERAGE (2021-2023)

The first half term of the school year puts millions of parents on full-time childcare footing. From short family breaks, to kids clubs and must-see attractions, the fear-inducing focus on filling family time doesn't stop until the biggest fright of them all on Halloween.

Half term for primary and secondary school students in October sees reader engagement grow with editorial related to the short time out of education. **Parenting** content will be a particular area of interest as families seek out the best ways to occupy themselves while out of school. The **School Holidays** topic tends to triple, while there's similar – albeit smaller – growth for content about **Items for Children** and **Travelling with Kids**, with the former up by nearly half and growth of almost a fifth for the latter.

As the most frightful time of the year, Halloween always drives growth for content related to the event as Brits across the nation prepare to dress up and scare the bejesus out of one another. Reader engagement with the **Party Supplies** topic will likely see the biggest monthly growth, with page views typically quadrupling. There'll be increases for other party-planning topics, with **Children's Food, Games** and **Grocery Shopping** all likely growers.

Finally, from our **Movies** category, expect a ghoulish growth of around a fifth for the **Horror** genre as film fans pick their favourite frighteners.

TAKE ACTION

With half term and Halloween falling in October, and Bonfire Night in early November, the month is big on family activities, children's entertainment and party planning. From this point to the new year our 35m Events & Attractions readers will turn to relevant publisher editorial to guide how they best spend their free time, with the category seeing quarterly growth of around 25% in Q4.

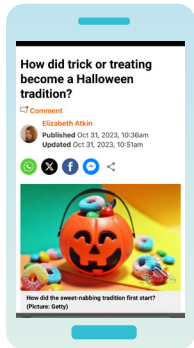
WHAT HAPPENED IN OCTOBER 2023?

The climax of the Rugby World Cup in France took place at the end of October. Normally, **Rugby** page views account for 6% of all **Sport** category engagement. However, during the Rugby World Cup this doubled, increasing to a 12% share, demonstrating how major sporting events ramp up engagement.

October saw the party conference season drive huge engagement with our **Politics** content. Almost 230m

page views increased by a quarter. There was related growth for the smaller **Political Events** topic, with page views 1.6x higher month on month.

Finally, two of the UK's biggest arts events – the Cheltenham Literature Festival and the Henley Literary Festival – drove interest in our **Arts & Culture** category. A record 35.8m category page views in October were up +55% month on month.



OCTOBER 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
	01 Black History month Go Sober for October / Stoptober	02 Rosh Hashanah begins	03	04	05	06
07	08	09	10 World Mental Health Day	11 Yom Kippur begins	12	13
14	15	16 World Food Day	17	18	19	20
21	22	23	24 United Nations Day	25	26	27 End of British Summertime
28	29	30	31 Halloween			

NOVEMBER

Remember, remember, shop in November



* ALL DATA POINTS BASED ON A THREE-YEAR AVERAGE (2021-2023)

Sales and more sales make November the month millions of Brits bag a bargain as three shopping events dominate the nation's attention. It's a top month too for telly addicts, while attention also turns to festive feasting as Christmas planning begins.

November is without question the biggest month for reader engagement with **Shopping** content. Our premium publishers are a go-to destination for overviews of the best deals and discounts, category-by-category. From style and beauty to tech, home appliances and cookware, no potential saving is left unturned.

Typically, monthly page views for **Shopping** increase by more than a quarter, building on the significant growth already seen in October. **Sales & Promotions** content is the biggest driver of this growth, with page views typically increasing more than six-fold. In addition, the **Gifting** topic should see engagement grow by c.80% while **Christmas Shopping** page views are expected to increase by almost three-fold.

It's also another big month for **Television** as the autumn programming schedules continue to warm up the colder, darker evenings. It's that time of the year when the 'celebs' take on trial after trial of the bushtucker nature on I'm a Celeb, The Great British Bake Off's latest run concludes and Strictly continues to sparkle. Our **Reality TV** content, in particular, will drive interest and typically grows by a third and the fame factor also grows **Pop Culture** by a sixth.

TAKE ACTION

Undoubtedly November is the key shopping moment for consumers. With half of annual Sales & Promotions engagement taking place this month, expect growth from week one – when the topic increases 3x – before page views typically double each week until they peak on Black Friday. Plan to start campaigns early with a lower frequency that builds significantly or changes creative messaging as the month progresses.

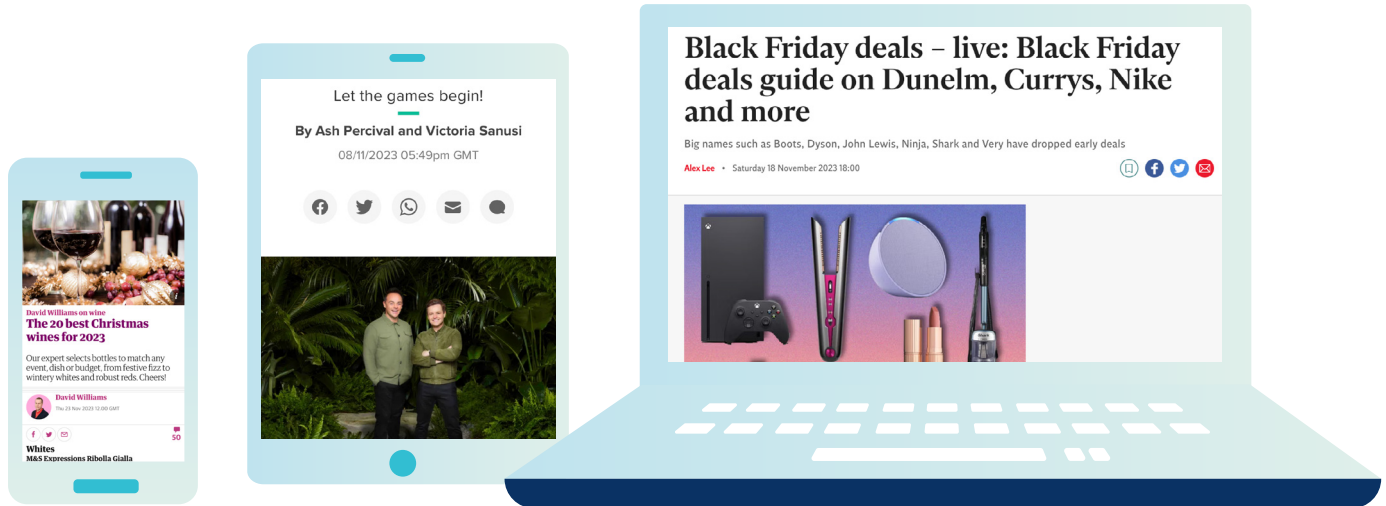
WHAT HAPPENED IN NOVEMBER 2023?

While most of the UK calmly observed Remembrance Day, the National Service of Remembrance at the Cenotaph in London was flanked by protests about the Middle East conflict, which more than doubled engagement with the **Protest & Demonstrations** topic.

The firing and rapid rehiring of OpenAI CEO Sam Altman saw reader engagement with **Artificial Intelligence** content grow significantly, with page

views up by almost two-thirds. In the year since ChatGPT launched, page views for the content have increased fourfold on the two years prior.

The release of several new games in the lead up to Christmas grew our **Video Gaming** category. Interest in Call of Duty: Modern Warfare 3, RoboCop: Rogue City and Alan Wake 2 drove **Action Video Games** page view growth by more than a third.



NOVEMBER 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
				01 Diwali Movember begins	02 All Souls Day (Day of the Dead)	03
04	05 US Election Day Bonfire Night	06	07	08	09	10 Remembrance Sunday
11 UN Climate Change Conference (COP29) begins	12	13	14 King Charles' 76th birthday	15	16	17
18	19 International Men's Day	20	21	22	23	24
25	26	27	28 Thanksgiving	29 Black Friday	30 St Andrew's Day	

DECEMBER

The festive feels fire us up for fun



* ALL DATA POINTS BASED ON A THREE-YEAR AVERAGE (2021-2023)

December's as Christmassy as Kris Kringle wearing his favourite festive jumper as he settles down to turkey with all the trimmings while watching Elf on the telly. It's now all about the biggest celebration of the year – and the countdown to a new one.

It's really no surprise that December's hottest topic across the Ozone platform is **Christmas**. Millions of Brits may start planning a month earlier, when festive brand campaigns begin, but interest will continue to ramp up in the year's final month. Expect growth of more than 80% for **Christmas Shopping** content. Those marking the occasion in church will see engagement growth of almost half for **Religion**. And the **Party Supplies** topic will increase by a quarter.

With the party season in full swing, two of the year's biggest nights – Christmas Eve and New Year's Eve – make December the biggest month for **Events & Attractions**, up by more than two-fifths. Page views are typically driven by seasonal interest in **Christmas Events** and **Bank Holidays** content, which will triple and increase by c.70% respectively, while **Dining Out** and **Nightclubs** also see strong monthly growth.

Once festivities end, expect Brits to refocus on betterment for the year ahead. The year's final week sees overall page views across Ozone grow by c.5% as attention shifts – once again – to the great British change up in the new year. Expect **Healthy Living** to rise by half, growth of nearly a quarter for **Automotive** and **Personal Finance** content up by c.10%.

TAKE ACTION

December's a busy month for brands trying to reach online readers as they fuel their festive plans. We've seen growing engagement on weekdays as readers research gifting ideas or plan celebrations before they activate them at the weekend. With this in mind, consider a higher weekday frequency compared to the weekend to maximise cut through during 'the most wonderful time of the year'.

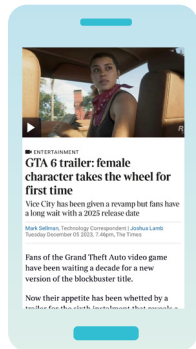
WHAT HAPPENED IN DECEMBER 2023?

The passing of iconic Pogues frontman Shane MacGowan drove reader engagement with our **Music & Audio** category. Page views on the day the news broke increased by more than 90% compared to the day before.

The band's classic festive duet with Kirsty MacColl, Fairytale of New York, became hot favourite for the Christmas number one spot.

Interest in the early leak and then official release of the teaser trailer for the latest Grand Theft Auto game drove engagement with our **Video Gaming** category – which was c.1.5x higher than the 2023 weekly average.

Finally, December saw **Darts** hit the bullseye as teenage sensation Luke Littler took Alexandra Palace and the World Darts Championship by storm. Page views for the sport increased sixfold.



DECEMBER 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
						01 World Aids Day
02 Cyber Monday	03 International Day for Disability	04	05	06	07	08
09	10 Human Rights Day	11	12 Christmas Jumper Day	13	14	15 World Darts Championships begins
16	17	18	19	20 Mad Friday (partying)	21 Winter Solstice Super Saturday (panicking)	22
23 School Holidays begin (England)	24 Christmas Eve	25 Christmas Day Bank Holiday First day of Hanukkah	26 Boxing Day Bank Holiday	27	28	29
30	31 New Year's Eve					

About Ozone Ad Manager

Each and every stat, trend or insight used in Planning Ahead for 2024 with Reading the Nation comes from **Ozone Ad Manager**.

Our proprietary audience insight, campaign planning and deal activation platform, Ozone Ad Manager is exclusively available – **FOR FREE** – to all of our agency and advertiser partners.

- Explore **Audience Insights** to find out more about the size and scale of category-by-category audiences, their other content interests, device usage and when they can be reached throughout the week.
- Analyse historical **Content Trends** across more than 1,200 topics. Understand in detail the seasonality or topical events that drive engagement throughout the year to fuel your campaign plans.

- Discover new **Contextual Insights** into top categories and subtopics where reader attention is at its most concentrated, and view the sentiment of the content being read.
- Use our specially created custom or seasonal segments to target readers at the right time, or build your own bespoke campaign targets using our **Audience Creator**.
- Request and manage private marketplace activations through our **Deal Request** workflow to make it even easier to connect with a nationwide audience of highly engaged online readers.

For more information about Ozone Ad Manager, please contact your Ozone agency sales representative or email hello@ozoneproject.com



ozoneproject.com

