

JANUARY

Health, wealth and life planning

January kicks off the year with consumers focusing on new health habits and financial goals. With planning ahead in mind, attention also shifts to bigger-ticket purchases and major life decisions.



+50%
Healthy
Living PVs
growth



+30%
Personal
Finance PVs
growth



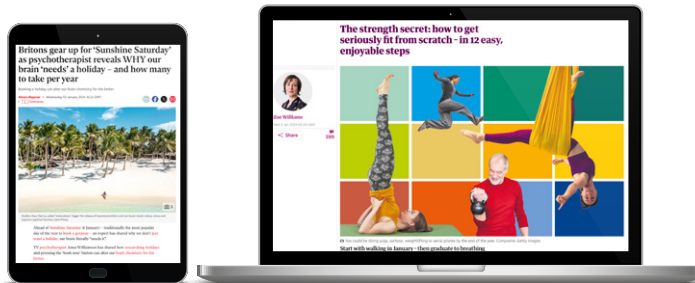
+25%
Property
PVs growth

What to expect in January 2025

In January, page views across Ozone's premium audience platform typically increase by +10%. This month-on-month growth is usually the largest surge of the year.

Reflecting seasonal trends, reader engagement rises in all the right places. **Healthy Living** content soars by around half, with **Fitness & Exercise** page views more than doubling. **Personal Finance** sees a near 30% boost, driven by 4x higher **Financial Planning** page views. The return to school drives **Education** growth of more than a third. Meanwhile, 'job-search January' leads to a double-digit rise for **Careers** engagement. 'Sunshine Saturday', a peak day for holiday bookings, fuels an almost 25% jump in **Travel** engagement. Larger purchase categories like **Automotive** and **Property** also see growth, each increasing by more than a quarter.

From buying new cars and planning dream holidays to changing careers or homes, our expert content helps guide these decisions – providing brands with the opportunity to be present during those pivotal moments.



DIARY DATES

Veganuary

3x Healthy Eating
2x Vegan Diets
PVs growth

Dry January

+50% Non-Alcoholic
Drinks PVs growth

Self Assessment Deadline

+80% Personal Taxes
PVs growth

Australian Open

2.9x Tennis PVs growth

World Darts Championships

2.1x Darts PVs growth

Masters Snooker

c.90% Snooker
PVs growth

Average monthly growth
(past four years)

YOUR JANUARY 2025 ESSENTIALS

MON	TUE	WED	THU	FRI	SAT	SUN
		01 New Year's Day Bank Holiday Veganuary/Dry January begins	02 Second January Bank Holiday (Scotland)	03 PDC World Darts Championship 24/25 Final	04 Sunshine Saturday (most popular day for booking a holiday)	05 Twelfth Night Golden Globe Awards
06 Back to school (England)	07	08 Screen Actors Guild Award Nominations	09	10	11	12 Australian Open begins
13	14	15 BAFTA nominations announced	16	17 Oscars nominations announced	18	19 World Religion Day
20 Martin Luther King Jr. Day	21	22	23	24	25 Burns Night	26 Australian Open ends
27 International Holocaust Remembrance Day	28	29 Lunar New Year	30	31 Rugby Six Nations kicks off		

HEALTHY LIVING IN FOCUS

January's engagement peak for **Healthy Living** is key for brands but represents a short-term surge. Plan for category interest throughout the year. While topics, including **Fitness, Wellness** and **Healthy Cooking**, grow from mid-spring throughout the summer, a notable trend for winter wellness – as shown by over-indexing engagement in Q4 – should also be a key consideration.

Healthy Living, Average Annual Engagement Index

