

Unlocking summer celebrations with  
The Audience Connection Platform

# SUMMER INSIGHTS



# Semiquincentennial will bring audiences to Ozone

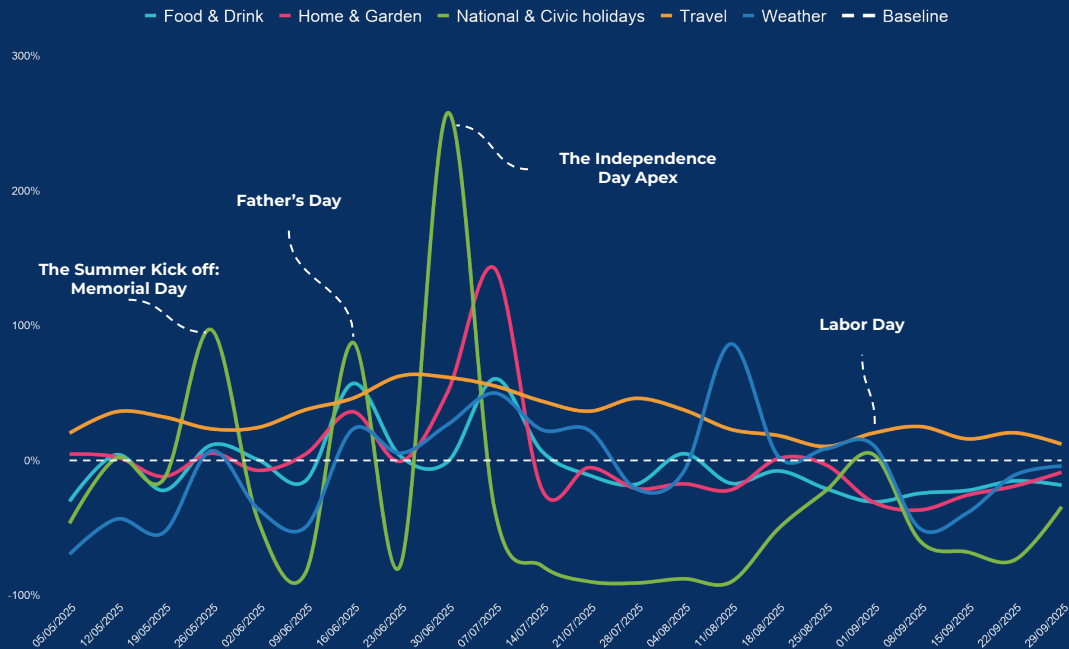
Memorial Day triggers the first major surge in **National & Civic Holiday** engagement, setting the baseline for the summer.

July 4th represents the absolute peak of summer engagement, with civic holiday interest skyrocketing 3.5x over the baseline. During this week, **Food & Drink** reaches its seasonal high as **BBQ** and **Outdoor Dining** content becomes a priority.

Summer also brings the annual peak **Travel** moment, as Americans take to the roads and skies as they travel for vacations and celebrations.



# The great American Summer





# SUMMER APPETITES

May 2026

Reach of  
**188m**  
Foodies

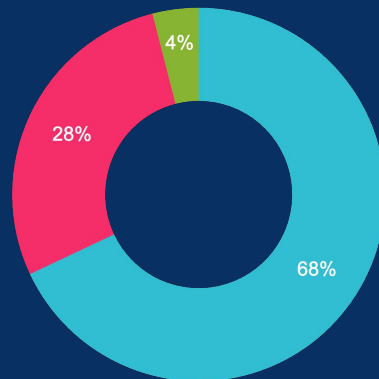
GET TO KNOW  
OUR **FOODIES**  
USA AUDIENCE

## Audience overview

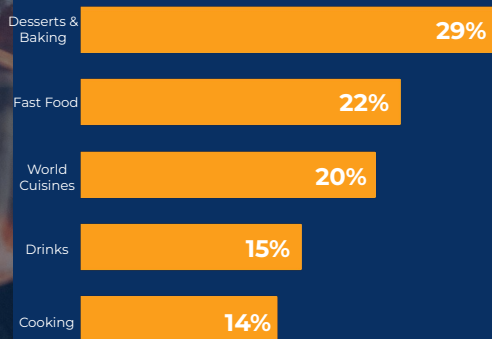
Whether browsing recipes, planning a dinner out, or exploring the latest food trends, our **Foodies** audience brings together home cooks, culinary adventurers, and drink enthusiasts – spanning everything from weeknight inspiration to special occasion planning.

## Device usage

● Phone ● Desktop ● Tablet



## Food & Drink topics most engaged with



## Categories more likely to be engaged with



# Appetites from Memorial Day to Labor Day

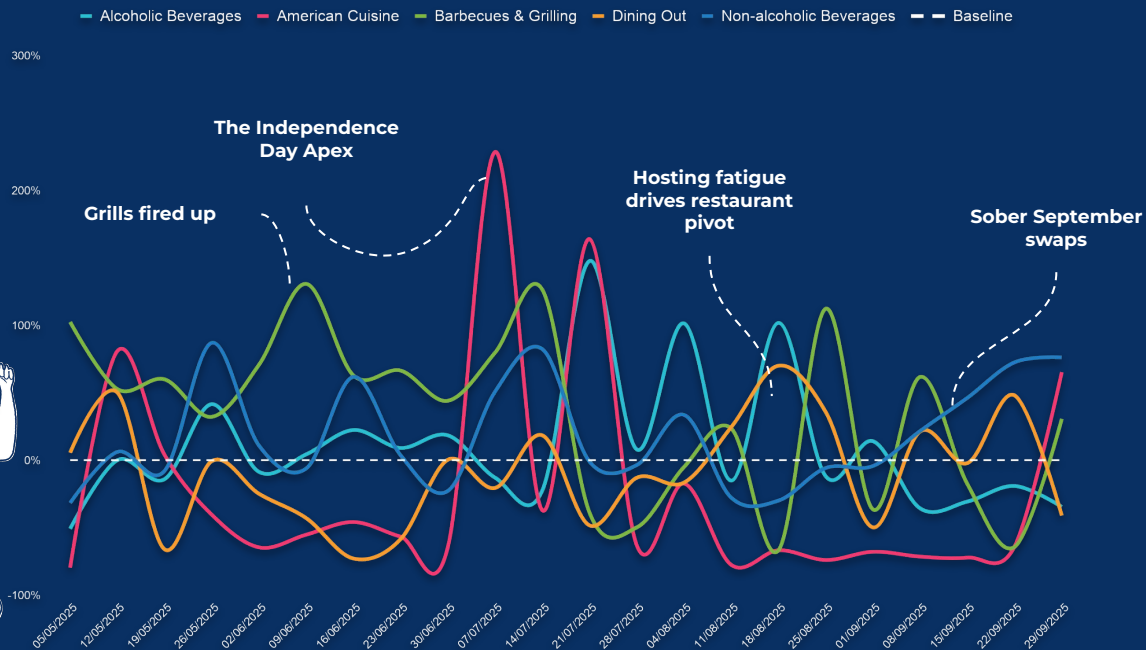
Engagement follows the rhythm of the grill throughout the summer. While interest is elevated all **Barbecues & Grilling** season, audiences shift from preparation in May to execution and indulgence in July.

**American Cuisine** reaches its pinnacle around Independence Day, driven by nationwide holiday hosting and patriotic feasting.

Mid-summer marks an indulgence window with a massive lift in **Alcoholic Beverages** (peaking 2.5x). This switches in September, where **Non-Alcoholic Beverages** fill more cups than average.

**Dining Out** remains a steady baseline with the packed summer calendar driving hosting fatigue pivoting dining experiences to restaurants instead of at home.

# Savouring the summer



# Appetites from Memorial Day to Labor Day

Engagement follows the rhythm of the grill throughout the summer. While interest is elevated all season **Barbecues & Grilling**, audiences shift from preparation in May to execution and indulgence in June and July.

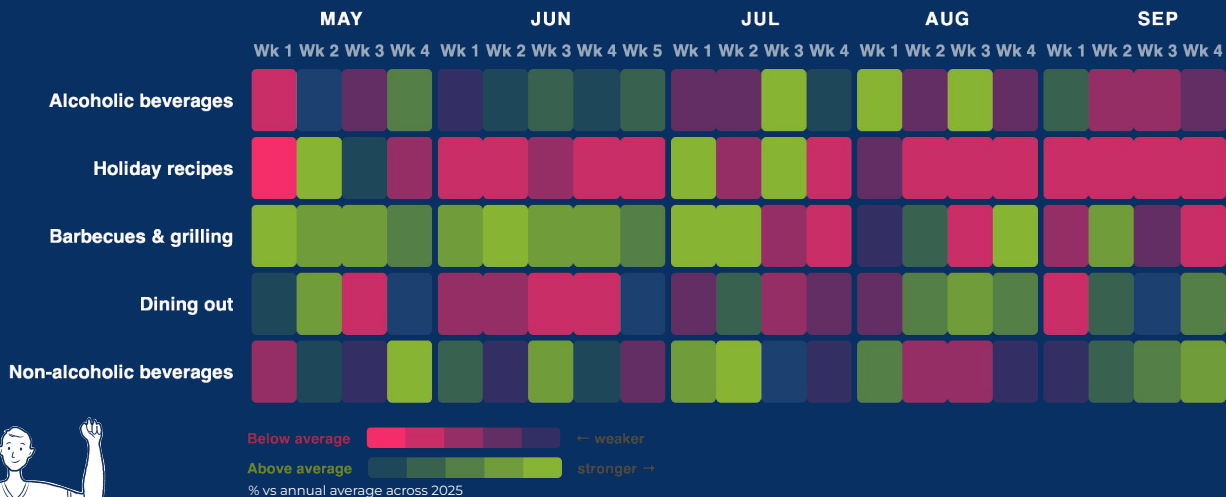
**Holiday Recipes** reach their pinnacle around Independence Day, driven by nationwide holiday hosting and patriotic feasting.

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# Savouring the summer



**GRILLS FIRED UP**  
BBQ's & Grilling remains over 2x above baseline all summer long

**JULY 4TH APEX**

**SOBER SEPTEMBER**  
BBQ's & Grilling remains over 2x above baseline all summer long



# SUMMER TRAVEL

May 2026

Reach  
**96%**  
Travellers

GET TO KNOW  
OUR **TRAVEL**  
USA AUDIENCE

## Audience overview

Summer is the peak season for Travel, with audiences actively planning and booking vacations. From national park adventures and coastal getaways this engaged audience use the Ozone platform for inspiration and logistics to ensure plans run smoothly.

## Travel topics most engaged with

Travel Type

Travel Locations

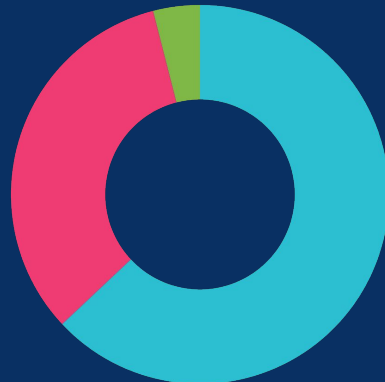
Air Travel

America Travel

Hotels & Motels

## Device usage

● Mobile ● Desktop ● Tablet



## What else are they reading?

Outdoor Decorating  
i135

Dining Out  
i121

Amusement Parks  
i115

Coupons & Discounts  
i114

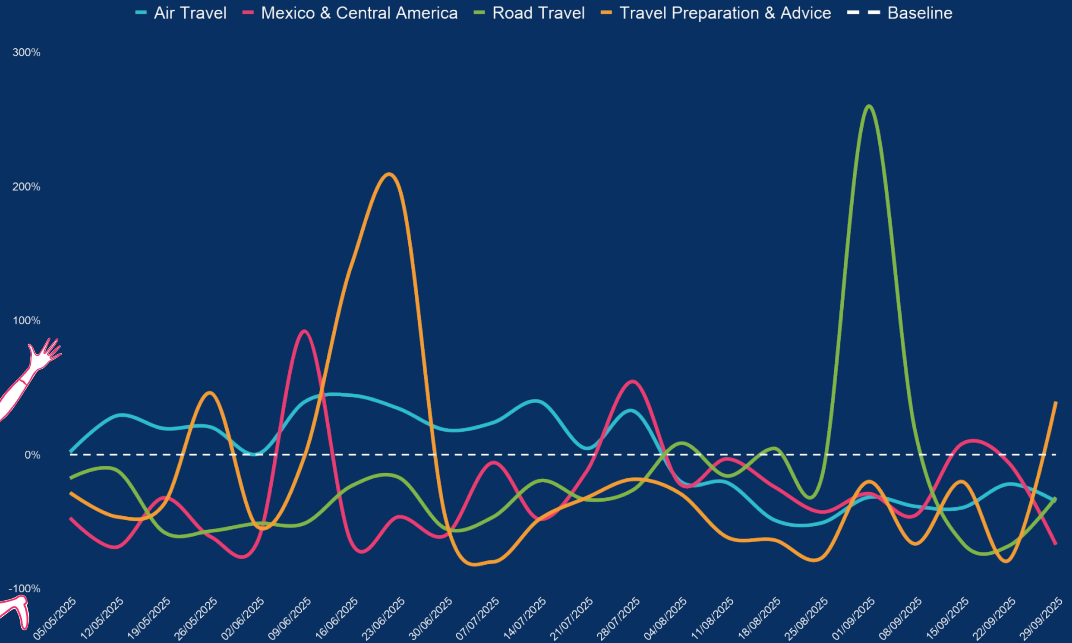
Education  
i107

## From the 'European Summer' to the all-American road trip

While **Air Travel** remains steady throughout the early summer, **Road Travel** is the inverse creating a summer closing kick around the Labor Day weekend. This highlights a persistent drive-to market for regional tourism and hospitality.

**Travel Preparation & Advice** is a huge pulse of the summer, with audiences keeping an eye on the road traffic, airport delays and major disruptions that could impact their summer fun.

## The great getaway



# Reach up to 152m Americans who love to travel

Early in the year is time for travel inspiration with April bringing in the first peak as Spring Break's take place.

As soon as summer hits, this inspiration turns to exploration as this peak travel moment takes Americans to the roads, rails, and skies.

Later in the year, moments with friends and families bring Travel back into focus. Road trips are planned and engagement climbs through October and November as travelers finalize their Thanksgiving itineraries.

Brands can reach **9 in 10** travel inspiration seekers across the Ozone platform, with engagement building now ahead of these key seasonal milestones.

## Yearly Travel Engagement





# HOSTING PREP

May 2026

Reach  
**179m**  
Home  
decorators

GET TO KNOW  
OUR **HOME & GARDEN**  
USA AUDIENCE

## Audience overview

This audience is not just browsing - they are planning. From garden transformations in May to patriotic decorating on July 4th, this audience is in active sprucing mode throughout summer, engaging with Party Supplies, Travel and Healthy Living content as they build their ideal summer at home.

## Travel topics most engaged with

Interior Decorating

Gardening

Luxury Homes

Home Appliances

Outdoor Decorating

## Device usage

● Mobile ● Desktop ● Tablet



## What else are they reading?

Party Supplies

i199

Last minute travel

i178

Barbecues & Grilling

i165

Household Supplies

i148

Healthy Living

i128

## Priming the home for summer hosting

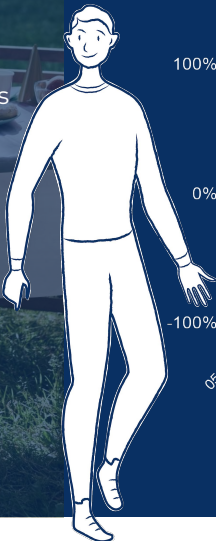
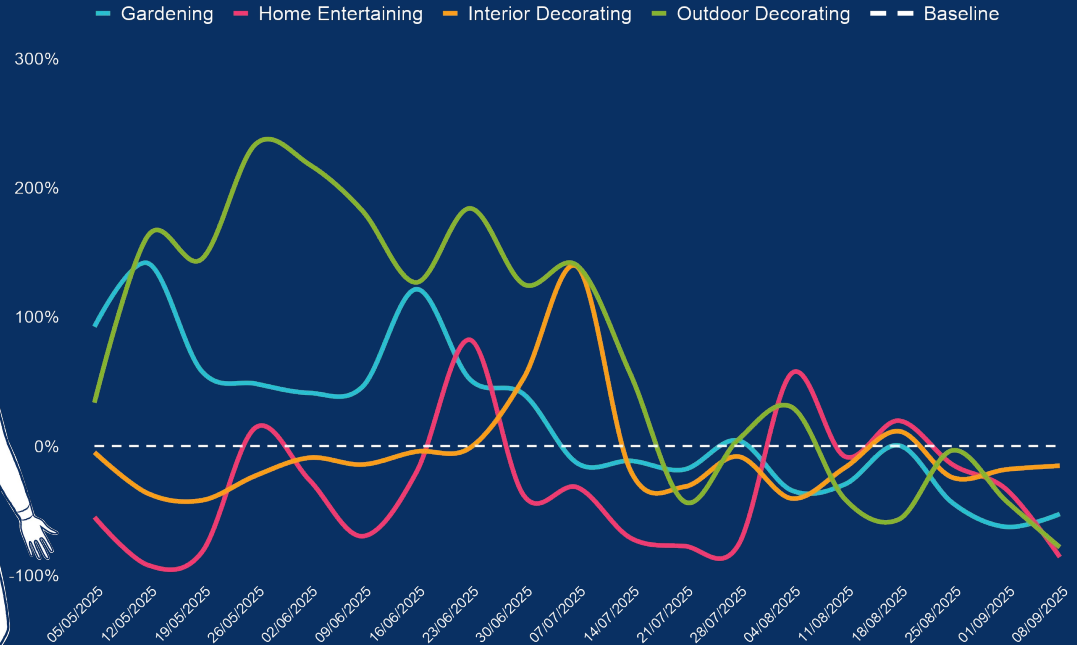
As the weather warms up and hosting season edges closer, engagement with **Home & Garden** is at its ultimate peak.

**Gardening** and **Outdoor Decorating** are the season front-runners capturing engagement as Americans get their outdoor spaces ready.

With July 4th marking peak-summer, **Interior Decorating** more than doubles as outdoor spaces are ready but homes require some red, white, and blue.

August and September return to baseline as the weather begins to turn and the Labour Day weekend draws a close to peak summer hosting (before starting again in November!).

## Hosting preparation





# SUMMER ATTRACTIONS

May 2026



Reach  
**9 in 10**  
Adventure  
seekers

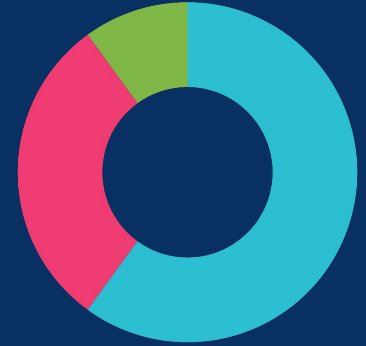
# GET TO KNOW OUR EVENTS & ATTRACTIONS USA AUDIENCE

## Audience overview

Plan-and-go families who research before they commit. Engaging with Parenting, Day Trips and Music & Audio content. This is an audience building their summer schedule, not just browsing. Reach them on the Ozone platform while they're in planning mode.

## Device usage

● Mobile ● Desktop ● Tablet



## Travel topics most engaged with

Celebrations & Events

Bars & Restaurants

Sporting Events

Theme Parks

Weddings

## What else are they reading?

Parenting

i125

Birdwatching

i124

Day trips

i119

American Cuisine

i114

Music & Audio

i108

## A rollercoaster of summer events

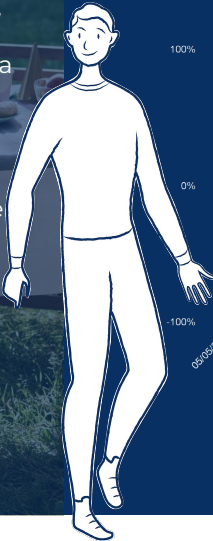
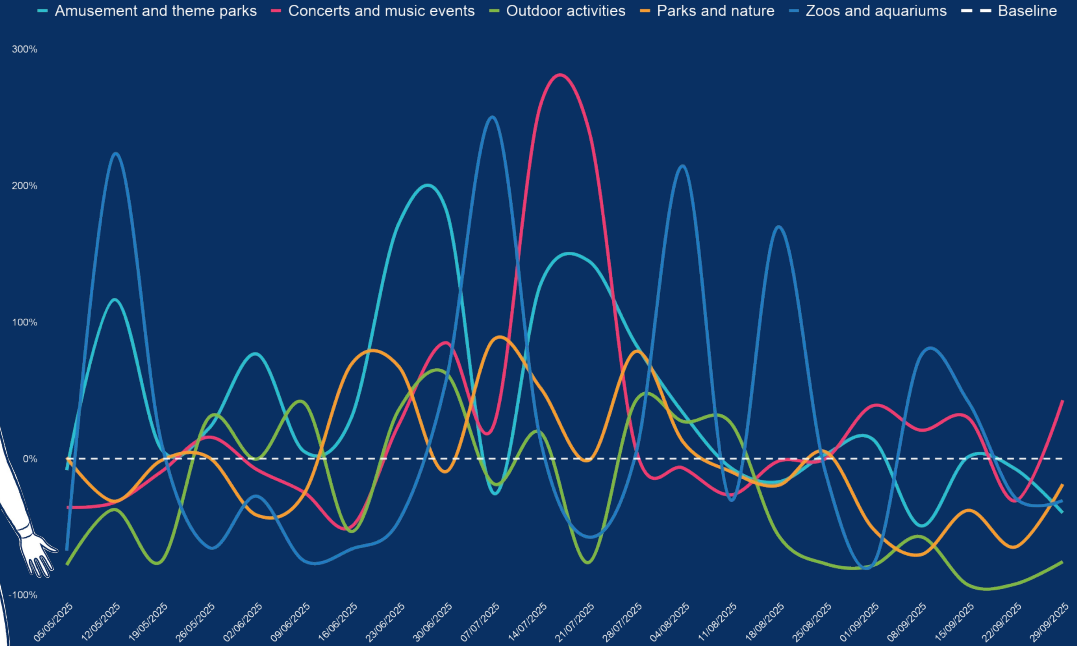
Not all summer attractions are equal – and they don't peak at the same time.

**Concerts & Music Events** explode in mid-July, hitting 4x above the annual average as festival season peaks.

**Amusement & Theme Parks** surge twice, in late June as families plan ahead of July 4th, and again in late July as days out are a core part of summer vacations.

**Outdoor Activities** and **Parks & Nature** engagement tracks steadily all summer long, while **Zoos & Aquariums** peak earlier in the season before school breaks end.

## Don't miss the attractions peak



## A rollercoaster of summer events

Not all summer attractions are equal – and they don't peak at the same time.

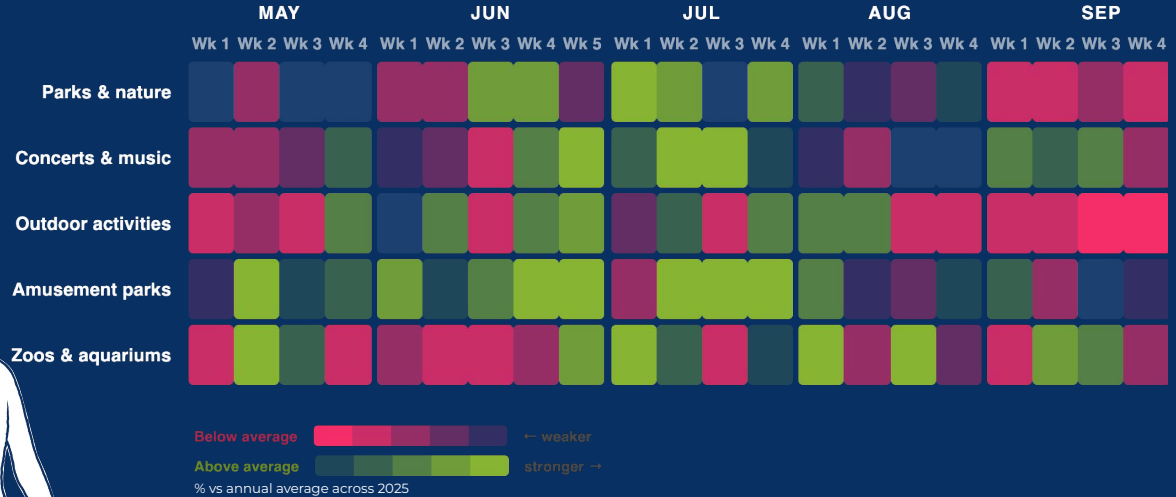
**Concerts & Music Events** explode in July, hitting 4x above the annual average as festival season peaks.

**Amusement & Theme Parks** are a key attraction in June and July as families plan ahead of July 4th, and summer vacations.

**Outdoor Activities and Parks & Nature** engagement tracks steadily all summer long slowing down in September.



## Don't miss the attractions peak





# BACK TO SCHOOL

May 2026



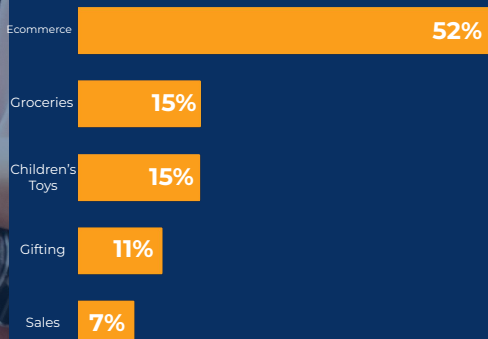
Reach  
**9 in 10**  
Shoppers

GET TO KNOW  
OUR **SHOPPING**  
USA AUDIENCE

## Audience overview

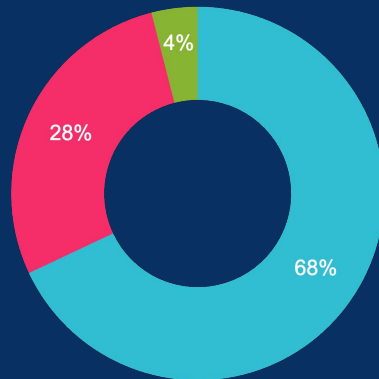
From everyday essentials to considered big-ticket purchases and sales season splurges, our **Shoppers** audience is actively in market – browsing, comparing, and researching products to buy across retail, ecommerce, and everything in between.

## Shopping topics most engaged with



## Device usage

● Phone ● Desktop ● Tablet



## Categories more likely to be engaged with



## Reach over 185m Shoppers

Ozone's **Coupons & Discounts** audience experiences its most dramatic growth during the summer retail season.

In early July, engagement reaches a massive 5.5x increase over the baseline as flagship events like Prime Day, Walmart Deals, and Target Circle Week take place simultaneously.

As we transition into late August, the focus shifts toward Back-to-School, where high-intent audiences combine educational preparation with Labor Day and Tax-Free promotional events to maximize value before the new school year begins.

## Major retail events drive a midsummer surge in value-seeking



## Reach 7 in 10 Back to School Shoppers

Back to School shopping starts early – with mid-summer promotional events like Prime Deal Days and Circle Week driving audience engagement with **Fashion** and **Consumer Electronics** as parents and students secure value before the August regional school starts.

A later secondary peak indicates the last-minute shoppers refreshing their wardrobes ready for the first day and final checks of laptops before the real work begins.

Parenting remains consistent over the summer and dips when schools go back as they form part of decision making and purchasing.

# Decoding the Back to School Cycle

