

**Ozone can
connect with
18.5 million
'Spooksters'
in the UK**



Halloween's a treat for kids and grown ups alike

Ozone connects brands to 18.5m+ Spooksters at Halloween

HUMAN CONNECTIONS AT SCALE

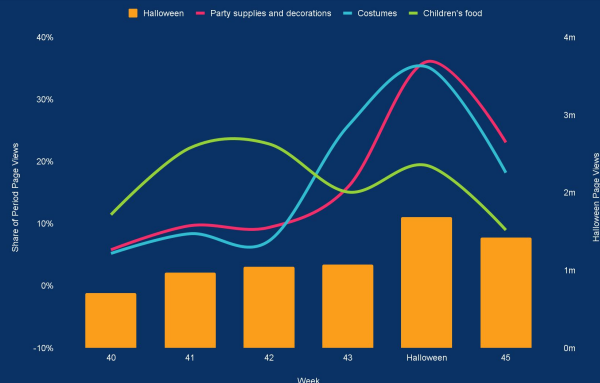
10.8m
HALLOWEEN SHOPPERS
users

17.2m
FOOD & DRINK
users

10.9m
PARTY PLANNING
users

Typically, Halloween spikes audience engagement with related content. In the past four years, **Party Supplies & Decorations** page views grow by more than **3.5x** – with **Children's Games & Toys** and **Grocery Shopping** rising by between **20%** and **40%**.

LIVING AUDIENCE INTELLIGENCE



Halloween preparation begins as early as the **first week of October**. Since last year, **Costume** readership has grown in the **week before Halloween**, suggesting more effort from readers, a key moment for brands to connect with them.

CONTEXT RESPONSIVE CREATIVE



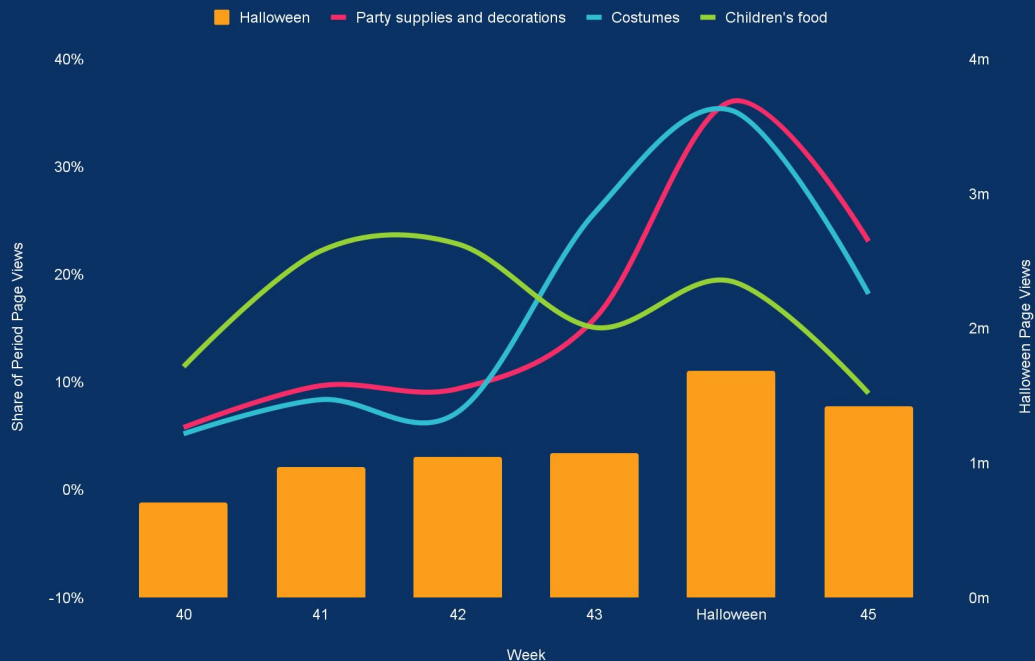
Deploy video, display and rich media campaigns with Studiozone builds

- Rich media (Skins; Interscrollers)
- Online Display (High Impacts; IABs)
- Video (Pre roll; Outstream; Video Wrap)

ACTIVATE IN OZONE AD MANAGER

Halloween is a party starter

Seasonality of readership of Halloween and related editorial over the last 5 years



Halloween preparation begins as early as the first week of October. Since last year, Costume readership has grown in the week before Halloween, suggesting more effort from readers, a key moment for brands to connect with them.