



Spooky Season into hosting

July 2026



Ozone reaches 180M Hosts across our Audience Connection Platform

How much of my audience can I reach?



87%
reach
monthly

Top 5 Food & Drink Subcategories

Desserts & Baking

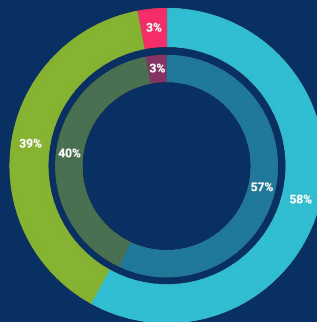
Cooking

Alcoholic Beverages

Non-alcoholic Beverages

Fast Food

What devices are they on?



Legend

- Party Hosts
- Average Reader
- Cellphone
- Desktop
- Tablet

What else are they reading?

i135

Board Games/Puzzles

i135

Sales & Promotions

i129

Interior Decorating

i118

Video Gaming

i119

Animation TV

Seasonal grocery and baking intent

Halloween serves as the official launchpad for the fall hosting and holiday gathering season.

Early interest ramps up mid-September, with a sharp spike in **Grocery Shopping** as hosts stock up on party favors, trick-or-treat candy, and seasonal pantry staples.

As October approaches, engagement with **Desserts & Baking** climbs, peaking around Halloween with the search for themed recipes, festive party treats, and seasonal baking inspiration.

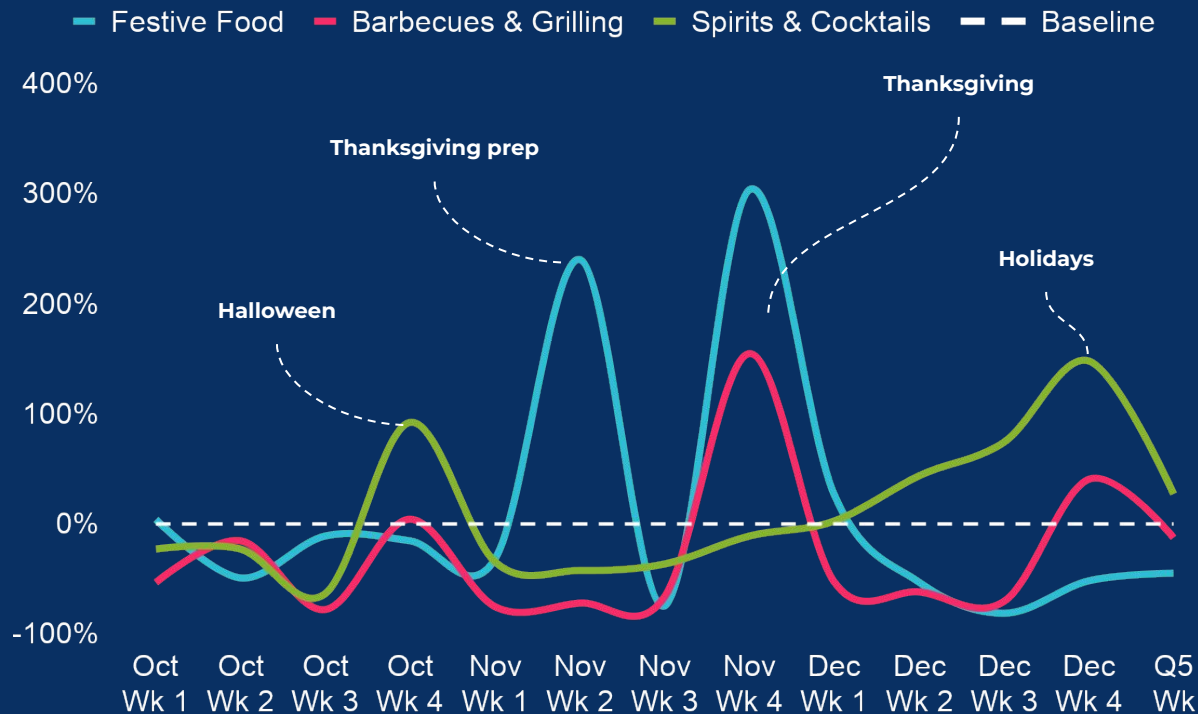
Following Halloween week, **Grocery** engagement more than doubles transitioning seamlessly from trick-or-treating to early Thanksgiving hosting prep.

Halloween kickstarts fall hosting



Celebrating the feast

Mapping the festive Food & Drinks moments from Oct-Dec



Reaching nine in ten Festive Foodies

Thanksgiving is the single biggest **foodie audience** moment of the year on the Ozone platform.

American Cuisine leads the charge, peaking at over 4x the annual average during Thanksgiving week. But the real story starts earlier: a planning spike two weeks prior proves food-lovers are mapping out their feasts well in advance.

Barbecues & Grilling sees a Q4 surge, more than doubling in engagement—driven by NFL Thanksgiving game-day tailgating.

Spirits & Cocktails sustain high engagement throughout Q4, climbing steadily in December as consumer focus shifts from Thanksgiving hosting to holiday party season.

