

MOMENTS THAT MATTER

Bonfire Night

5th November

POWERED BY

D·R·E·A·M



MOMENTS THAT MATTER: BONFIRE NIGHT EDITION

MOMENTS THAT MATTER

Moments that Matter is an event-based insight series which builds on the success of our famous insight calendar! Powered by **D·R·E·A·M**, it aims to provide timely, actionable and thought-provoking insights to help generate ideas for event-specific campaigns.

BONFIRE NIGHT 2025:

The Bonfire Night edition of 'Moments That Matter' explores who is looking forward to the event, how they plan to spend their evening, what content they would like to see and why newsbrands offer the perfect platform to engage potential customers during Bonfire Night.



MOMENTS THAT MATTER: BONFIRE NIGHT EDITION



WHO IS LOOKING FORWARD TO BONFIRE NIGHT?
HOW DO THEY PLAN TO SPEND THEIR BONFIRE NIGHT?
WHAT CONTENT DO THEY WANT TO SEE?



HOW TO CONNECT TO KEY BONFIRE NIGHT AUDIENCES ACROSS OUR PRINT, DIGITAL AND SOCIAL PORTFOLIO



WHY NEWSBRANDS ARE A PERFECT PLACE FOR ADVERTISING FOR AUTUMN EVENTS



HOW OUR PARTNERSHIPS HAVE DELIVERED IN KEY SECTORS FOR BONFIRE NIGHT



DOING MORE WITH OUR DATA BY MAKING THE MOST OF OUR POWERFUL DMG::ID



THEMES THAT MATTER



HOW MUCH IS SPENT ON BONFIRE NIGHT IN THE UK?

BONFIRE NIGHT IS WORTH AN ESTIMATED £701M TO RETAILERS (2024)

UK BONFIRE NIGHT SPEND 2024

£701M

ESTIMATED BONFIRE
NIGHT SPEND IN 2024

CHANGE VS. 2023

-1%

DECREASE IN SPEND
FROM 2023

2024 PURCHASERS

37%

2025 FORECAST



**A brighter outlook for
Bonfire Night in 2025**
Consumers are expected to
focus on value.

MINTEL

ATTITUDES TOWARDS BONFIRE NIGHT

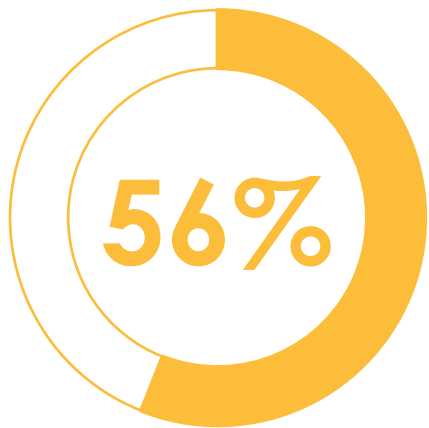


WHO IS CELEBRATING BONFIRE NIGHT?

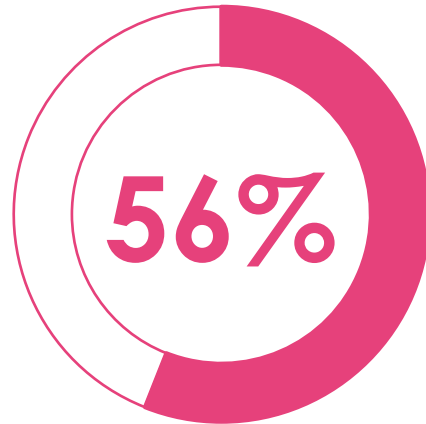
3 IN 5 (56%) PARENTS AND ADULTS AGED 18-34 (56%) PLAN TO CELEBRATE BONFIRE NIGHT THIS YEAR.
ONLY 19% OF THOSE AGED 55+ PLAN TO CELEBRATE BONFIRE NIGHT IN 2025.

Plan To Celebrate Bonfire Night In 2025

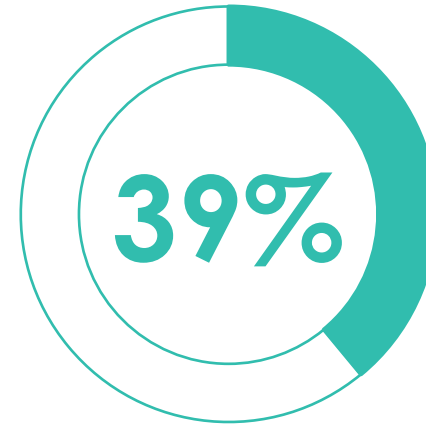
Parents



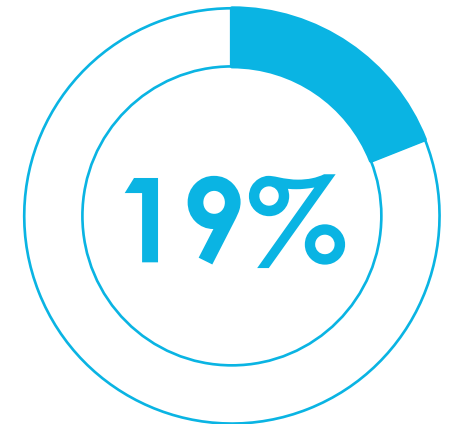
18-34



35-54



55+

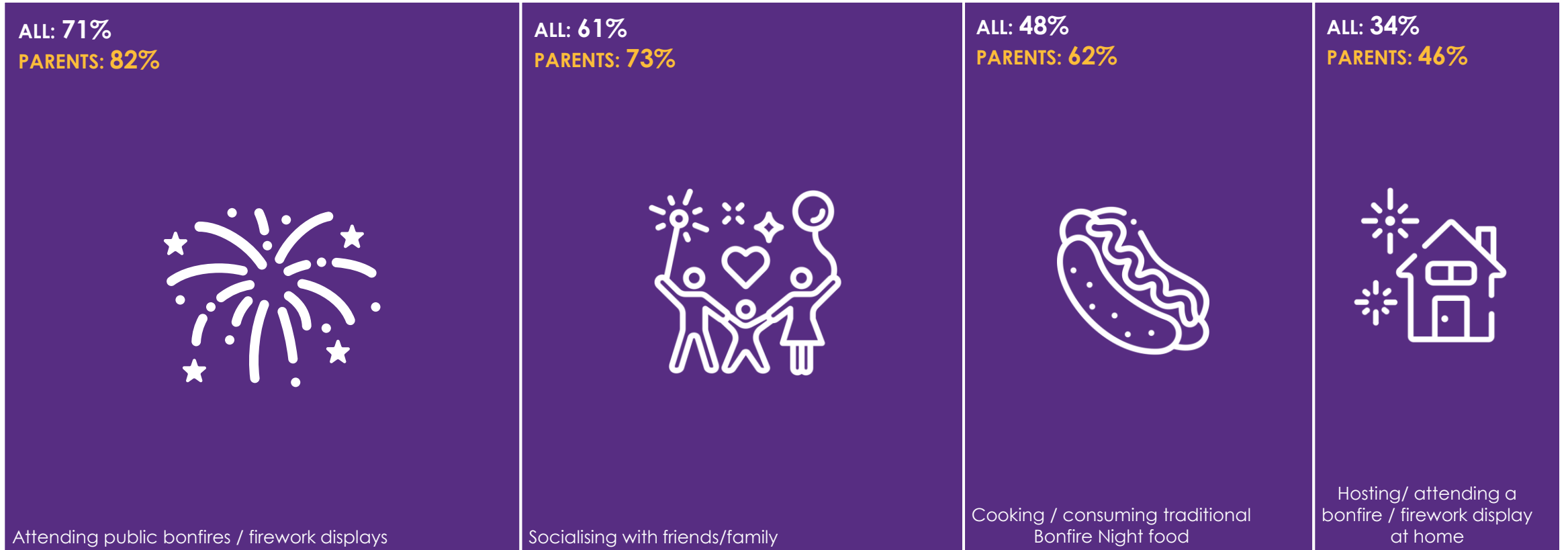




WHAT ARE READERS DOING FOR BONFIRE NIGHT?

ATTENDING PUBLIC FIREWORK DISPLAYS (71%), SOCIALISING WITH FRIENDS AND FAMILY (61%) AND COOKING / CONSUMING BONFIRE NIGHT FOOD (48%) ARE THE MOST POPULAR BONFIRE NIGHT ACTIVITIES AMONGST OUR READERS.

Top Bonfire Night Activities (Base: Celebrators of Bonfire Night)





WHAT ARE READERS DOING FOR BONFIRE NIGHT?

2 IN 3 PLAN TO BUY BONFIRE NIGHT ITEMS FROM THE SUPERMARKET.

PARENTS ARE MORE LIKELY TO PURCHASE FROM LOCAL SHOPS / MARKETS (49%) AND 18-34'S FROM ONLINE RETAILERS (44%).

Where Do Readers Typically Shop For Bonfire Night Items?

Base = plan to celebrate Bonfire Night



18-34: 71%
35-44: 66%
55+: 60%

Parents: 69%



18-34: 40%
35-44: 34%
55+: 23%

Parents: 49%



18-34: 47%
35-44: 26%
55+: 17%

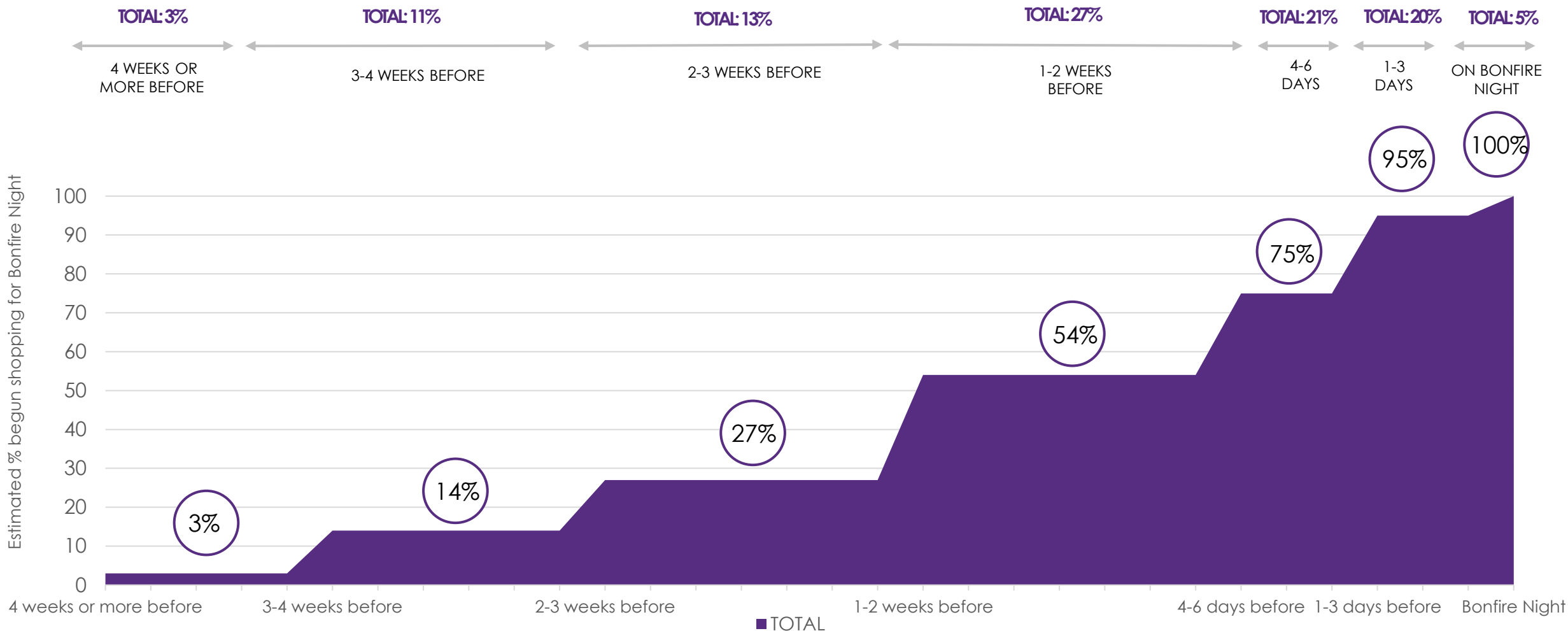
Parents: 44%



WHEN DO THEY START BUYING BONFIRE NIGHT ITEMS?

ON AVERAGE, READERS EXPECT TO BEGIN BUYING FOR BONFIRE NIGHT 10 DAYS PRIOR.

3 IN 10 (27%) PLAN THEIR SHOPPING 1-2 WEEKS BEFORE, WHILST 5 IN 10 (46%) PLAN IT IN THE WEEK LEADING UP TO THE EVENT.

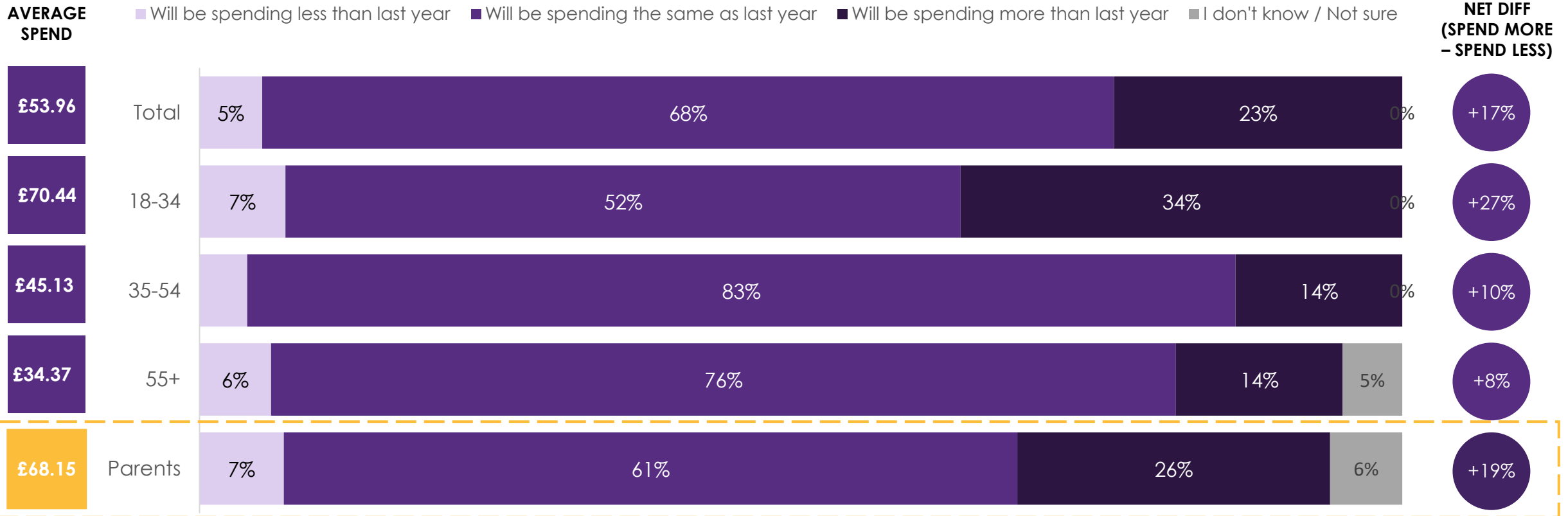




HOW MUCH ARE THEY PLANNING TO SPEND?

THE AVERAGE SPEND ON BONFIRE NIGHT IS £54, WITH ADULTS AGED 18-34 (£70) AND PARENTS (£68) SPENDING MORE. 1 IN 4 SAY THEY WILL BE SPENDING MORE ON BONFIRE NIGHT THIS YEAR.

Spending Plans for Bonfire Night





BONFIRE NIGHT TRENDS

OUR READERS APPRECIATE HOW BONFIRE NIGHT BRINGS PEOPLE TOGETHER (80%) AND BELIEVE FOOD AND DRINK ARE A BIG PART OF THE EVENT (71%). THERE IS AN APPETITE TO ATTEND BONFIRE NIGHT EVENTS RATHER THAN AT-HOME CELEBRATIONS (58%). THERE ARE SOME GROWING CONCERNS AROUND FIREWORK SAFETY AT HOME AND PET CARE WELLBEING.

Bonfire Night brings people together



18-34: 85%
35-54: 79%
55+: 75%

Parents: 87%

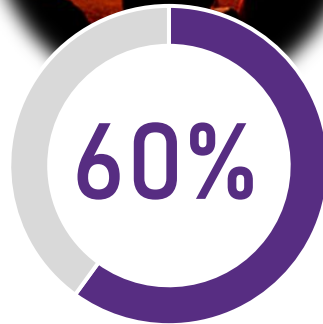
The food and drink are a big part of Bonfire Night



18-34: 78%
35-54: 68%
55+: 66%

Parents: 81%

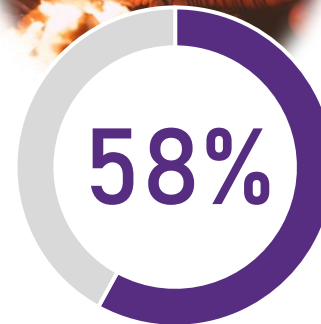
I am concerned about safety of using fireworks at home



18-34: 60%
35-54: 68%
55+: 46%

Parents: 66%

I prefer attending Bonfire Night events over celebrating at home



18-34: 59%
35-54: 60%
55+: 52%

Parents: 61%

I avoid celebrating Bonfire Night because of how it affects my pets
(Base: Pet Owners)



18-34: 23%
35-54: 23%
55+: 25%

Parents: 24%

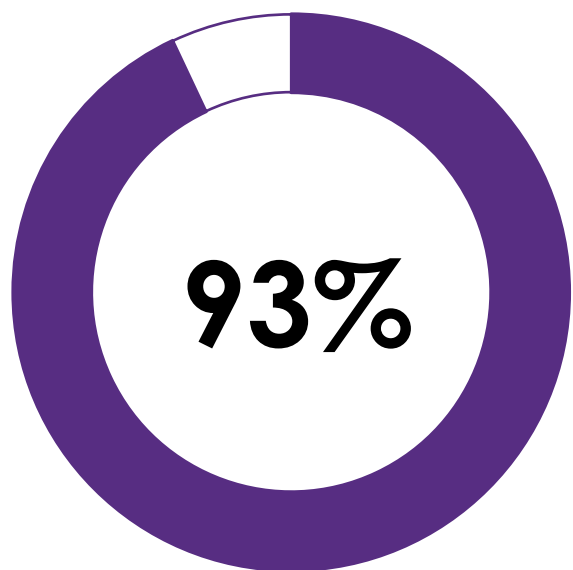


WHAT CONTENT WOULD PEOPLE LIKE TO SEE?

APART FROM THE BEST PLACES TO WATCH FIREWORK DISPLAYS (63%), THE MOST POPULAR BONFIRE NIGHT CONTENT THAT OUR READERS DEMAND ARE RECIPES (47%), BONFIRE NIGHT HISTORY / TRADITIONS (44%), FIREWORK SAFETY TIPS (37%) AND PETCARE TIPS FOR MANAGING PET ANXIETY DURING FIREWORKS (36%).

Interested In Bonfire Night Content

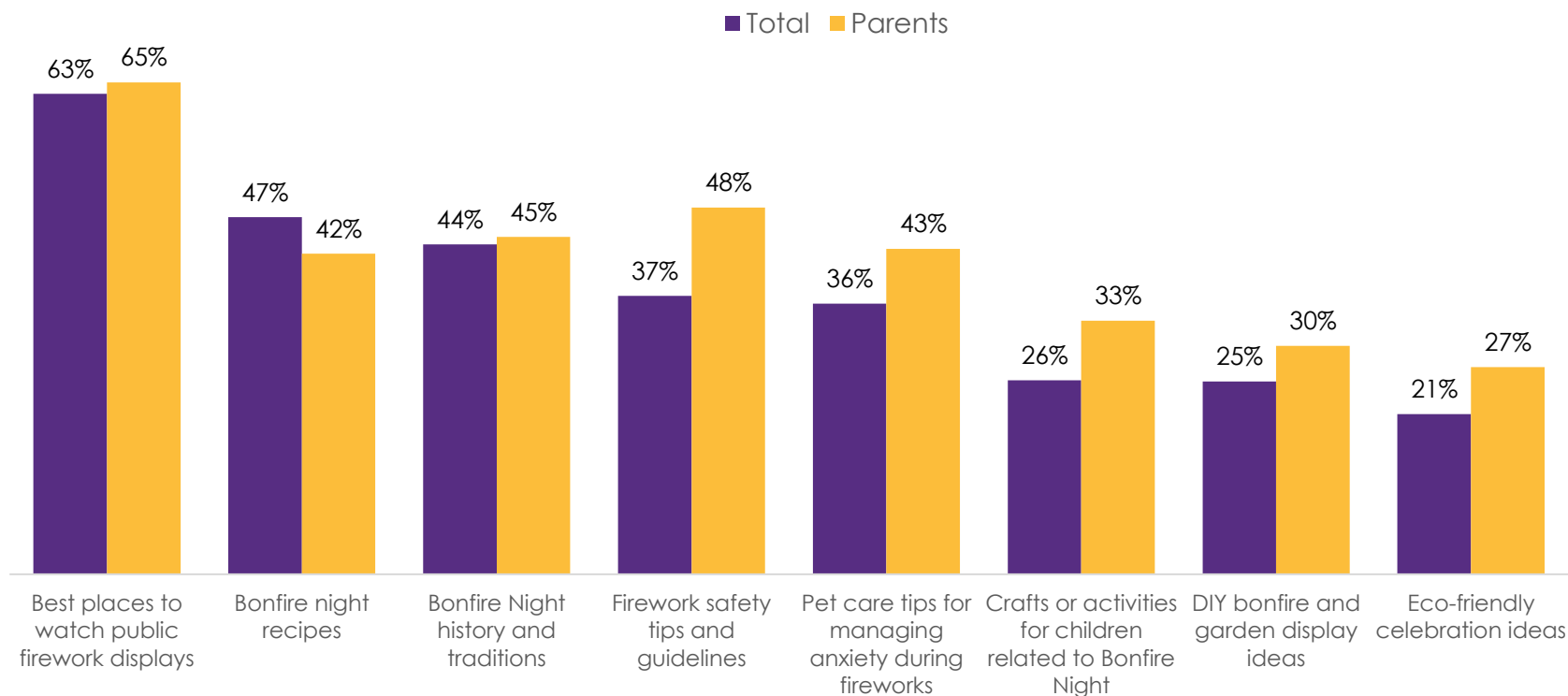
Base: Celebrators of Bonfire Night



Parents: 98%

Bonfire Night Content of Interest

Base: Celebrators of Bonfire Night



THEMES THAT MATTER

BONFIRE NIGHT: THEMES THAT MATTER

BIG NIGHT OUT VS. COSY NIGHT IN



THE STAT

3 in 5 would prefer to attend Bonfire Night events rather than celebrate at home. **7 in 10** plan to attend a firework display, meanwhile **1 in 3** are hosting / attending firework displays at home.

THE TRUTH

There is an equal appreciation for leisure activities and cosy nights in for celebrations. Many want the best of both so it's important to embrace both types of celebrators.

IMPLICATIONS

Ensure advertising highlights local activities as well as inspiration for celebrations at home. Whether that's recipes, tips for fireworks safety or rating the best firework displays to attend.

PAWS FOR THOUGHT THIS FIREWORK SEASON



1 in 4 avoid celebrating Bonfire Night because of how it affects their pets. *During firework season, **4 in 5** dog owners notice significant changes to their pet and there is an increase in the number of missing dogs.

With firework season approaching, it's important for non-pet owners to consider furry friends and also provide support to pet owners.

Encourage consumers to consider pets during this time with awareness campaigns and provide reassurance to pet owners with useful tips on keeping their pet calm.

IGNITE THE NIGHT WITH LOVED ONES



4 in 5 believe that Bonfire Night brings people together. **3 in 5** plan to spend Bonfire Night with friends or family and **1 in 3** are hosting or attending firework displays at a home.

Bonfire Night is another opportunity in the year to get together with family or friends and enjoy the autumnal cosy vibes with good food and great company!

Our readers are actively looking for Bonfire Night inspiration. Ensure your brand is at the heart of the celebrations by fuelling family fun; touting togetherness and cultivating creativity amongst families and friends.

BONFIRE NIGHT AT MAIL METRO MEDIA



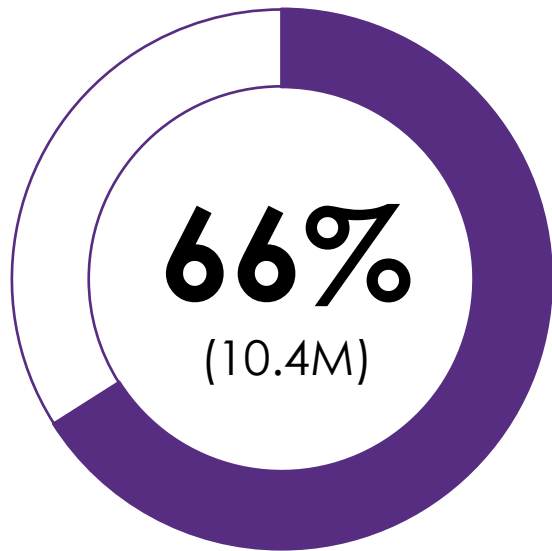


HOW TO REACH KEY BONFIRE NIGHT AUDIENCES

MAIL METRO MEDIA REACHES 2 IN 3 PARENTS AND 9 MILLION ADULTS AGED 18-34 MONTHLY.

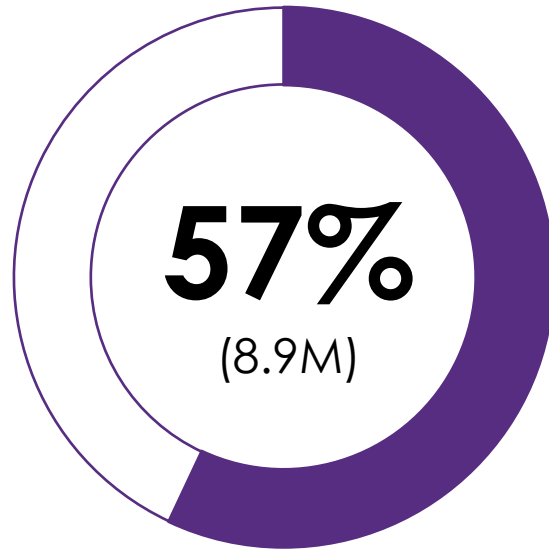
READERS PLAN TO SPEND AN AVERAGE OF £54 ON BONFIRE NIGHT ITEMS, INCREASING TO £68 AMONG PARENTS.

MAIL METRO MEDIA REACHES



PARENTS MONTHLY

MAIL METRO MEDIA REACHES



18-34 YEAR OLDS MONTHLY

PURCHASING POWER

£53.96

average spend on Bonfire Night

£68.15 for Parents

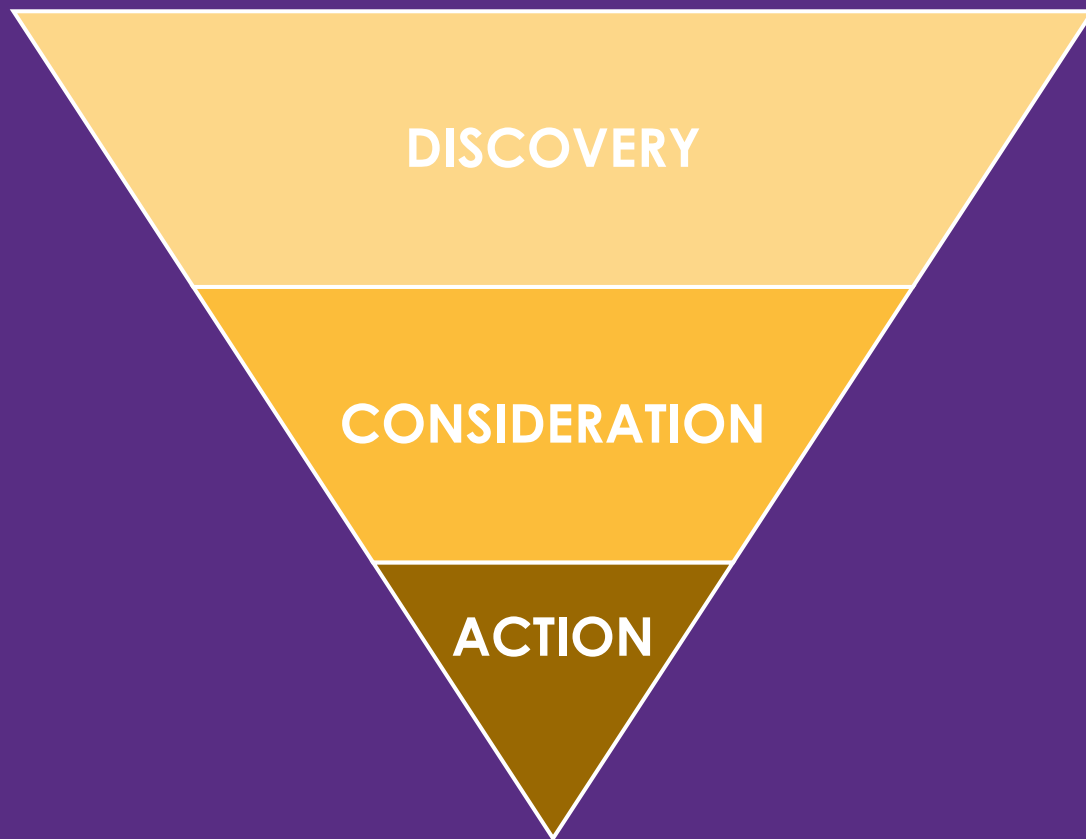
71p in every £1

spent on groceries is accounted for by Mail Metro Media readers



NEWSBRANDS MATTER IN THE PURCHASE JOURNEY

NEWSBRANDS HELP DRIVE DISCOVERY, UNDERSTANDING AND ACTION



ARE INTERESTED IN SEEING BONFIRE NIGHT CONTENT IN NEWSBRANDS

93%

NEWSBRANDS ARE A GOOD PLACE TO FIND RECOMMENDATIONS FOR ACTIVITIES TO DO OVER AUTUMN

50%

AVERAGE ACTION SCORE OF OUR FOOD & DRINK PARTENRSHIPS

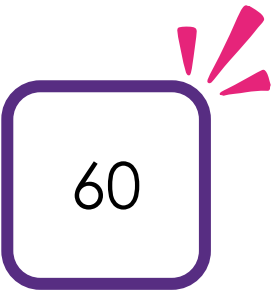
62%



ENGAGEMENT WITH OUR BONFIRE NIGHT CONTENT

THERE WERE 0.6 MILLION ARTICLE VIEWS ON OUR BONFIRE NIGHT CONTENT LAST YEAR, WITH THE TOP THEMES BEING CELEBRITY CELEBRATIONS, HISTORY OF BONFIRE NIGHT AND ENTERTAINMENT IDEAS.

Articles & Views



Bonfire Night Articles



Article Views on Bonfire Night

Bonfire Night Related Articles on MailOnline

	Top Articles: Bonfire Night Content
1	Stacey Solomon celebrates Bonfire Night with her children as she shared an adorable family snap and mouthwatering baking creations
2	Stacey Solomon, Charlotte Dawson and Chloe Ferry lead stars celebrating Bonfire Night with lavish firework displays, funfair trips, toffee apples and burning effigies of Donald Trump
3	Inside the true story of the gunpowder plot...Nine things you probably don't know about November 5 Bonfire Night
4	Billie Piper takes her children to a firework display with friend Gemma Chan and her boyfriend Dominic Cooper as they celebrate Bonfire night
5	The Gunpowder SPOT! Gatehouse of manor where Guy Fawkes met gang which plotted to blow up the Houses of Parliament in 1605 appears on Airbnb for £300-a-night

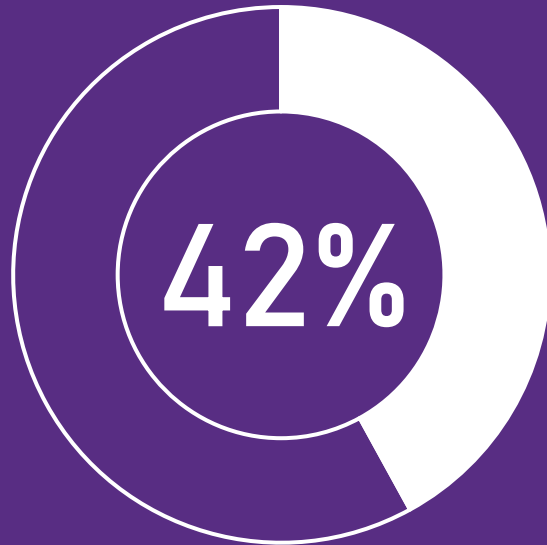
Top Digital Themes





OUR FOOD & DRINK, SUPERMARKETS AND ENTERTAINMENT PARTNERSHIPS DELIVER RESULTS

OUR PARTNERSHIPS DELIVER AN AVERAGE CONSIDERATION UPLIFT OF +43%



AVERAGE **RECALL**



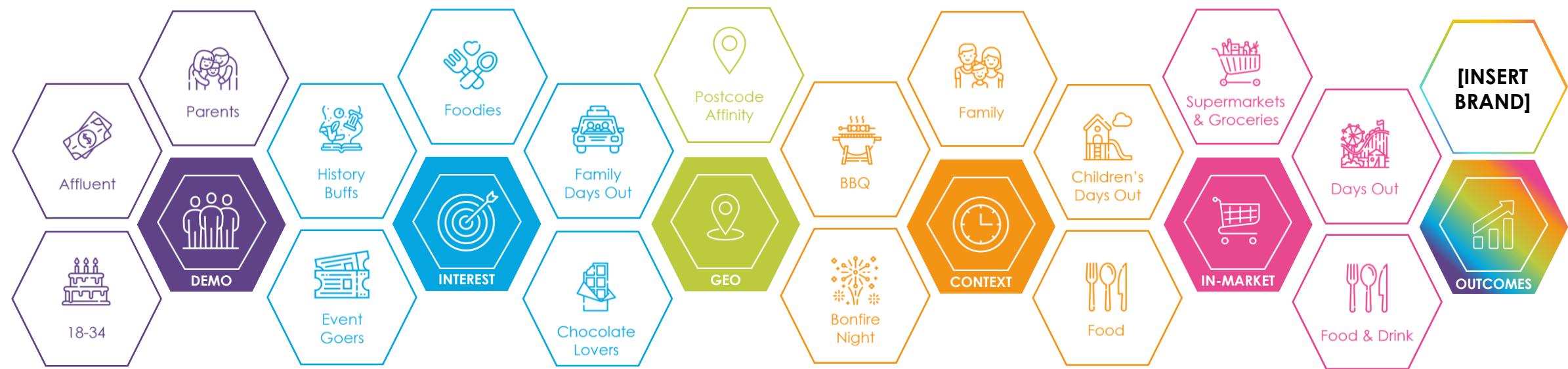
AVERAGE INCREASE IN
CONSIDERATION



AVERAGE **ACTION** SCORE

BONFIRE NIGHT DATA STRATEGY

Targeting adults who celebrate Bonfire Night.



BONFIRE NIGHT TRENDS

73% of 18-34 made a purchase for Bonfire Night in 2024, we reach **59%** of 18-34s. Higher earners (£50,000+ households) are key spenders, averaging **£130** - we reach **73%** of affluent adults. **61%** of parents participate in autumn cultural celebrations - we reach **3.2 million** parents with children under 4.

FAMILY FUN

77% enjoy the cosy and seasonal atmosphere of Bonfire Night. People are **twice** as likely to attend a public bonfire night than celebrate at home. **71%** of our readers believe food and drink are a big part of Bonfire Night. The top food and drink for Bonfire Night last year were **confectionery**, **special themed food** and **ready-to-eat & snackable options**.

POSTCODE AFFINITIES

Working with you we can target postcodes based on **[INSERT BRAND]**'s existing customer base or key threat/opportunity areas.

FAMILY FOCUSED

The top content themes our readers are interested in are public bonfire displays (**63%**), themed recipes (**47%**), Bonfire Night history (**44%**), firework safety (**37%**) and tips for pets with anxiety during fireworks (**36%**). **24%** of families with young children buy special food and drink for Bonfire Night at home. **80%** readers believe Bonfire Night brings people together.

FIREWORK BUYERS

26% of our readers start buying for bonfire night 1-2 weeks before with **40%** buying less than a week before. Last year UK adults spent an average of **£89.60** on Bonfire Night products. **71%** them see Halloween & Bonfire Night as an opportunity to enjoy seasonal treats. Fireworks are the most significant purchase (**36%** of total), generating **£255m**.

OUTCOMES

High value users who have engaged with **[INSERT BRAND]** editorial/commercial content, engaged with direct/programmatic **[INSERT BRAND]** advertising or visited **[INSERT BRAND]** discount codes.

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