

Swyddfa'r Prif Weinidog a Swyddfa'r Cabinet

Office of the First Minister and Cabinet Office



Llywodraeth Cymru
Welsh Government

Our ref: ATISN 10050
Date: 12 February 2016

Dear ,

Request for Information – ATISN reference 10050

Thank you for your request which was received by the Welsh Government on 16 December 2015. I have provided the information against each of the questions you submitted at Annex 1.

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,
Welsh Government,
Cathays Park,
Cardiff,
CF10 3NQ

or

Email: FreedomOfInformationOfficer@wales.gsi.gov.uk

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

Information Commissioner's Office,
Wycliffe House,
Water Lane,
Wilmslow,
Cheshire,
SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely

Annex 1

1 *How much do you spend on advertising in newspapers, periodicals and news websites in the years 2012 – 2015 inclusive?*

The current Media contract commenced in May 2013 with a gradual adoption by Welsh Government Departments, as such expenditure can only be given for the partial year 2013 and full years of 2014 and 15

This equates to a total expenditure of: **£7,151,449.70**

2 *How much do you spend on public notices in newspapers, periodicals and websites in the years 2012 – 2015 inclusive?*

The current Media contract commenced in May 2013 with a gradual adoption by Welsh Government Departments, as such expenditure can only be given for the partial year 2013 and full years of 2014 and 15.

Within this period total expenditure was £2,222,386.11

3 *What type of advertising do you spend money on in these publications and news websites? For instance, how much goes on recruitment adverts?*

The current Media contract commenced in May 2013 with a gradual adoption by Welsh Government Departments, as such expenditure can only be given for the partial year 2013 and full years of 2014 and 15.

Expenditure on Recruitment within these timescales was £799,533.69

In addition to recruitment adverts, advertising spend covers a range of areas, including public information campaigns, public appointments, statutory public notices.

4 *Which newspapers, periodicals and news websites did you advertise in in the years 2012 – 2015 inclusive and how much did you spend on each?*

The current Media contract commenced in May 2013 with a gradual adoption by Welsh Government Departments, as such expenditure can only be given for the partial year 2013 and full years of 2014 and 15.

The total expenditure by category;

Newspapers £3,358,366.11, Periodicals £402,100.84, Websites £176,433.21

Details of the newspapers, periodicals and news websites in which the Welsh Government advertised are as follows:

ABERGAVENNY CHRONICLE
ADAC REISE MAGAZINE
Aerospace Manufacturing magazine.
ARCHITECTS JOURNAL
Australian Times
BANGOR AND ANGLESEY MAIL
BARRY AND DISTRICT NEWS
BELFAST TELEGRAPH
BRECON AND RADNOR EXPRESS AND POWYS
BRITISH DENTAL JOURNAL
BRITISH MEDICAL JOURNAL

BRITISHAMERICAN BUSINESS
BUILDING MAGAZINE
BUILDING DESIGN
BUZZ MAGAZINE
CAERNARFON & DENBIGH HERALD
CAERPHILLY CAMPAIGN
CAMBRIAN NEWS
CARDIGAN & TIVYSIDE ADVERTISER
CARMARTHEN JOURNAL
CARMARTHEN JOURNAL & LLANELLI STAR
CARMARTHENSHIRE NEWS
CATERER & HOTELKEEPER
CHESTER CHRONICLE
CITY AM
CNN Business
COACH MONTHLY
COACH TOURS UK
COUNTY TIMES & EXPRESS
CYNON VALLEY LEADER - NOTICES
DAILY MAIL
DAILY POST (WELSH EDN)
DAILY TELEGRAPH
DENBIGHSHIRE FREE PRESS
DENTISTRY
DIRECTOR MAGAZINE
DRINK AND DRUGS NEWS
E TEACH
Environmentjobs.co.uk
ETHNIC JOBS
EVENING STANDARD
FARMERS WEEKLY
FINANCIAL TIMES
FISHING NEWS
FLIGHT INTERNATIONAL
Food & Drink Federation
FOOD MANUFACTURE
FT.COM
GEO SAISON
GLAMORGAN GAZETTE
GLAMORGAN GEM SERIES
GOLF MAGAZINE (GERMANY)
GOLWG
GOLWG 360 (WEB ONLY)
GROUP LEISURE
GUARDIAN WEBSITE
Gwasg Dwyfor
GWENT GAZETTE
HEALTH SERVICE JOURNAL
HOLLAND HERALD
HSJJOBS.COM
IET (Institute of Engineering and Technology)
IFA
Information Age
INSIDE HOUSING
IPI
IRISH NEWS
LAW SOCIETY GAZETTE

LAW SOCIETY GAZETTE (ONLINE)
LIVERPOOL DAILY POST
LLANELLI STAR
LOCAL GOVERNMENT CHRONICLE
LONDON GAZETTE
LONELY PLANET TRAVELLER (GERMANY)
MANAGEMENT TODAY
MEDIA WALES
MediWales
MERTHYR EXPRESS
METRO SOUTH WALES
MILFORD MERCURY
MONMOUTHSHIRE BEACON
MRO Network
NATIONAL GEOGRAPHIC (GERMAN)
NEW CIVIL ENGINEER
New Energy
NORTH WALES CHRONICLE SERIES
NORTH WALES WEEKLY NEWS GROUP
Nuclear Connect
NURSING STANDARD
Pembrokeshire Herald
PENARTH TIMES
Pharma Voice
PLANNING
PONTYPRIDD OBSERVER
PR WEEK
PRIMARY TIMES
RAIL ENGINEER
RE News (Renewable Energy)
Relocate
RHONDDA LEADER
RHYL JOURNAL
SHROPSHIRE STAR
SOUTH WALES ARGUS
SOUTH WALES ARGUS (NEWPORT)
SOUTH WALES ECHO
SOUTH WALES EVENING POST
SOUTH WALES GUARDIAN
SPECIALITY FOOD MAGAZINE
SUNDAY TIMES
SUPPLY MANAGEMENT
Swansea Business Guide
Tenby Observer
THE BIG CHOICE
THE BIG ISSUE CYMRU
The Economist
THE GUARDIAN
THE HERALD (SCOTLAND)
THE INDEPENDENT
THE PHARMACEUTICAL JOURNAL
THE SUNDAY TIMES
THE TEACHER
THE TIMES
THE TIMES HIGHER EDUCATION
THE VOICE
This is Cardiff

TIMES EDUCATIONAL SUPPLEMENT
TIMES HIGHER EDUCATION SUPPLEMENT
TNT MAGAZINE
TRAVEL WEEKLY
VETERINARY RECORD
VETERINARY TIMES
WALES BUSINESS INSIDER
WALES ONLINE
WELSHPOOL COUNTY TIMES AND EXPRESS
WESTERN MAIL
WESTERN MAIL & METRO PACKAGE
WESTERN MAIL & SOUTH WALES ECHO PACKAGE
WESTERN TELEGRAPH
Wind & Wave
WORKS MANAGEMENT
World of Locations
WREXHAM WEEKLY LEADER
Y CYMRO
YR ANGOR
Yr Athro
PAPURAU BRO (Various)