



December 2017



REFERENCE: 17FOI 131

You requested the following information:

- 1) **What is the Wales Office's total spend on advertising and communications over the past 5 years, split out by years (2016-2017, 2015-2016, 2014-2015, 2013-2014, 2012-2013)**
- 2) **and broken down by advertising medium by year along the lines of [AA Warc Expenditure Reports](#), with digital advertising broken out where possible.**
 - Internet
 - of which mobile
 - Facebook
 - Google
 - TV
 - of which Video on Demand
 - Direct mail
 - Out of home (outdoor and transport)
 - of which digital
 - National newsbrands
 - of which digital
 - Regional newsbrands
 - of which digital
 - Magazine brands
 - of which digital
 - Radio
 - of which digital

We have handled your request under the Freedom of Information Act 2000.

The table below shows the Wales Office spend on advertising and communications broken down by medium between 2012-13 and 2016-17. The department incurred this expenditure [primarily] in relation to recruitment.

Financial Year	Total spend £	Analysis of spend £	
		In Newspapers (Print and Digital)* £	On Social Media (Twitter) £
2012/2013	-	-	-
2013/2014	1,860.00	1,860.00	-
2014/2015	-	-	-
2015/2016	4,122.00	4,122.00	-
2016/2017	1,354.00	1,283.00	71.00
Total	7,336.00	7,265.00	71.00

*The costs relate to advertising for a specialist communications post.