



Foreign &
Commonwealth
Office

Parliamentary, Ministerial & Central Services
Foreign and Commonwealth Office
King Charles Street
London SW1A 2AH

Website: <https://www.gov.uk>

05 March 2018

FREEDOM OF INFORMATION ACT 2000 - REQUEST REF: FOI 0121-18

Thank you for your email of 03 February 2018 asking for information under the Freedom of Information Act (FOIA) 2000. You asked:

“1. In 2008-2009, the FCO advertised its Travel Safety campaign for British Nationals in the Eastern Eye newspaper. This Hansard link will give you more information to help with the FOI request:

<https://publications.parliament.uk/pa/cm200809/cmhansrd/cm091012/text/91012w0008.htm>.

I am aware that Government departments keep records of such spending.

Can you give me details of the circulation and readership figures for Eastern Eye that you were given by its publisher Ethnic Media Group and that the FCO based their decision to advertise in the aforementioned newspaper for the Travel Safety campaign, please? And the date that the FCO agreed to advertise in Eastern Eye for the Travel Safety campaign. Can you also tell when you stopped advertising the Travel Safety campaign in the newspaper, please?

2. Can you tell me the date of the next occasion that the FCO advertised in Eastern Eye newspaper after this Travel Safety advertising campaign was completed and the details of the circulation and readership figures for Eastern Eye that you were given by its publisher (confirm the name of the publisher) that helped you to make that decision, please?”

I can confirm that the Foreign and Commonwealth Office (FCO) does hold information relevant to your request.

Q1 - The circulation figures for publication presented to the FCO were 21,500 weekly for Eastern Eye and 20,451 weekly for Eastern Eye Scotland.

The campaign team at the time made their decision based on a range of metrics, which would include circulation figures.

Q2 – The FCO did not advertise in Eastern Eye after the above had been completed.

Yours sincerely,

Central FOI & DPA Team
PMCS



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