



Ministry
of Defence

Navy Command FOI Section
Navy Command Headquarters
3 Deck, Leach Building
Whale Island
PORTSMOUTH
PO2 8BY

FOI2022/14768

E-mail: NavyStratPol-SECFOI@mod.gov.uk

[REDACTED]
[REDACTED]
15 December 2022

Dear [REDACTED],

Release of Information

Thank you for your correspondence of 12 December 2022 in which you requested the following information:

“How much money has the Royal Navy spent on advertising since 1st January 2017.

Please break the data down by

- Print (including newspapers, magazines and billboards)
- Television
- Radio

Please also break the data down by year.”

Your enquiry has been considered to be a request for information in accordance with the Freedom of Information Act 2000.

A search has now been completed within the Ministry of Defence and I can confirm that information in scope of your request is held and can be found at Annex A to this letter.

If you have any queries regarding the content of this letter, please contact this office in the first instance.

If you wish to complain about the handling of your request, or the content of this response, you can request an independent internal review by contacting the Information Rights Compliance team, Ground Floor, MOD Main Building, Whitehall, SW1A 2HB (e-mail CIQ-FOI-IR@mod.uk). Please note that any request for an internal review should be made within 40 working days of the date of this response.

If you remain dissatisfied following an internal review, you may raise your complaint directly to the Information Commissioner under the provisions of Section 50 of the Freedom of Information Act. Please note that the Information Commissioner will not normally investigate your case until the MOD internal review process has been completed. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. Further details of the role and powers of the Information Commissioner can be found on the Commissioner's website at <https://ico.org.uk/>.

Yours sincerely

Navy Command Secretariat - FOI Section

Table 1. Royal Navy Advertising Expenditure for Financial Years (FY) 17/18 to 21/22:

	£M					Totals
	FY17/18	FY18/19	FY19/20	FY20/21	FY21/22	
(a) TV	£6.814	£6.467	£7.846	£9.517	£6.444	£37.088
(b) radio	£0.549	£0.935	£0.465	£0.247	£0.232	£2.428
(d) national newsbrands	-	-	-	-	£0.004	£0.004
(e) local/regional newsbrands	£0.045	£0.043	£0.124	£0.074	£0.041	£0.327
Totals	£7.408	£7.445	£8.435	£9.838	£6.721	£39.847

Notes:

1. Figures are in millions.
2. Please note that the total spent on Advertising since January 2017 is £45.192m, however the specific categories requested amount to £39.847m. The difference is made up of online and cinema advertising.