



Department for Environment, Food & Rural Affairs

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[Redacted]

By email: [Redacted]

Our ref: FOI2026/15882
3 August 2026

Dear [Redacted]

REQUEST FOR INFORMATION: Online and print media spend

Thank you for your request for information of 16 July 2026 about online and print media spend. We have handled your request under the Freedom of Information Act 2000 (FOIA).

Your information request and our response are set out below.

Please can you provide me with your spending for 2024-5 and 2025-6 on:

- * *Print media advertising, broken down by newspaper or outlet; and*
- * *Online media advertising, broken down by platform or outlet, eg Facebook, Instagram, X, TikTok, etc*

Print

2024/25

Campaign	Dates	Outlet	Spend
Tree planting (Put Down Roots)	May 2024	The Farmers Forum	£1.8k
	May 2024	CLA	£2.6k
	June 2024	CLA	£2.6k

2025/26

Campaign	Dates	Outlet	Spend
Farming to the Future	20 -31 March 2026	Farmers Weekly, MA Agriculture	£29k
Tree planting (Put Down Roots)	November 2025 - March 2026	Farmers Guardian	£3.2k
		Farmers Weekly	£4.4k

Online



2024/25

Campaign	Dates	Platform	Spend
Tree Planting (Put Down Roots)	April - June 2024	Google Search	£3.0k
		YouTube	£3.6k
		Meta	£14.5k

2025/26

Campaign	Dates	Platform	Spend
Farming to the Future	26/01/26-25/03/26	Meta	£15k
Simpler Recycling	February - March 2026	Meta	£47k
Tree planting (Put Down Roots)	November 2025 - March 2026	Meta	£47.6k
		YouTube	£15k
		Google Search	£8.5k

Information disclosed in response to this FOIA request is releasable to the public. In keeping with the spirit and effect of the FOIA and the government's Transparency Agenda, this letter and the information disclosed to you may be placed on GOV.UK, together with any related information that will provide a key to its wider context. No information identifying you will be placed on the GOV.UK website.

We attach Annex A, explaining the copyright that applies to the information being released to you, and Annex B giving contact details should you be unhappy with the service you have received.

If you have any queries about this letter please contact us.

Yours sincerely

[Redacted]

Information Rights Team

InformationRequests@defra.gov.uk



Annex A

Copyright

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Annex B

Complaints

If you are unhappy with the service you have received in relation to your request you may make a complaint or appeal against our decision under section 17(7) of the FOIA or under regulation 11 of the EIRs, as applicable, within 40 working days of the date of this letter. Please write to [Redacted] Head of Information Rights via email at InformationRequests@defra.gov.uk and they will arrange for an internal review of your case. Details of Defra's complaints procedure are on our website.

If you are not content with the outcome of the internal review, section 50 of the FOIA and regulation 18 of the EIRs gives you the right to apply directly to the Information Commissioner's Office (ICO) for a decision. Please note that generally the ICO cannot make a decision unless you have first exhausted Defra's own complaints procedure.

The ICO can be contacted using the following link:

<https://ico.org.uk/>