

16 February 2023

Dear

**ATISN 17070**

Thank you for your request which I received on 20 January 2023. You asked for the information as shown 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 e-mail: [Freedom.ofinformation@gov.wales](mailto:Freedom.ofinformation@gov.wales)

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

Telephone: 0303 123 1113

Website: [www.ico.org.uk](http://www.ico.org.uk)

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 did the Welsh Government spend in total on advertising in 2018, 2019, 2020, 2021 and 2022?

**Welsh Government total spend on advertising in 2018, 2019, 2020, 2021 and 2022 is as follows:**

<b>2018-19</b>	<b>£4,054,841</b>
<b>2019-20</b>	<b>£7,211,032</b>
<b>2020-21</b>	<b>£6,772,234</b>
<b>2021-22</b>	<b>£6,541,221</b>
<b>2022-23 (to 01/10/22)</b>	<b>£1,380,840</b>

**Excluding all public, legal, and traffic notices, recruitment advertising and Visit Wales campaigns.**

2. In 2018, 2019, 2020, 2021 and 2022, what percentage of Welsh Government advertising spend went on digital advertising and of that, what percentage was personalised advertising traded through Real Time Bidding on the open exchange?
3. In 2018, 2019, 2020, 2021 and 2022, what percentage of Welsh Government advertising spend went to regional and local UK newsbrand publishers (a) in print and (b) online?
4. In 2018, 2019, 2020, 2021 and 2022, what percentage of Welsh Government advertising spend went to national newsbrand publishers (a) in print and (b) online?

**In relation to parts 2, 3 and 4 of your request, we do not hold this level of detail on individual spend over this period. Over the last five years, we have advertised in a wide variety of magazines, newspapers and websites. Our media buying agency advises on the approach to this for individual campaigns, taking into account target audiences and any geographical considerations as relevant. A breakdown of our spending across all paid-for advertising is at point 1.**

**None of this was advertising procured via Real Time Bidding.**

5. In 2018, 2019, 2020, 2021 and 2022, what percentage of Welsh Government advertising spend went on social media? What percentage of government advertising spend went to (a) Google (b) Facebook and (c) other major online platforms?

<b>Platform</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>	<b>2021 - Jan 22</b>	<b>Jan 2022-Jan 23</b>
<b>Facebook/ Instagram</b>	£257,610.57	£362,882.26	£653,658.85	£678,254.63	359,014.20
<b>Twitter</b>	£67,664.89	£56,574.53	£175,698.45	£173,334.75	£56655.26
<b>Snapchat</b>	£5,950	£13,300	£57,600	29,615.8	£33,500
<b>YouTube</b>	£15,454.51	£38,240.31	£187,334.63	£277,663.95	22,595.14
<b>Tik Tok</b>	N/A	N/A	£111,549	£31,826.53	£51,251.96
<b>Google</b>	£69,071.00	114,609.42	289856.8	£89365.26	£359,108.8