

07 February 2025

REFERENCE: FOI\24\113

Dear Sir,

Thank you for your request for information dated 15 September 2024 in which you requested the following information:

For the period from 2nd May 2019 until now, please provide a breakdown of your spending on:

- 1. Social media/internet marketing and advertising (including but not limited to the purchase of advertising on social media websites or internet platforms), with a breakdown of which platforms have been in receipt of payment*
- 2. Newspaper, magazine or print publication advertising and notices (with a breakdown for each publication in receipt of payment and their parent company, and a further breakdown of the nature of the advertising – e.g. recruiting for vacant positions, public awareness or information, legal or regulatory notices, and so on)*
- 3. Television and radio advertising (with a breakdown for each broadcaster in receipt of payment, and their parent company, and a further breakdown of the nature of the advertising – e.g. recruiting for vacant positions, public awareness or information, legal or regulatory notices, and so on)*
- 4. Billboard advertising (with a breakdown for each billboard advertising provider in receipt of payment and their parent company, and a further breakdown of the nature of the advertising – e.g. recruiting for vacant positions, public awareness or information, legal or regulatory notices, and so on)*
- 5. The production of graphics, audio, video, copy and other media to be provided to broadcasters, publishers etc to disseminate*

Please also provide copies of, and information on, any policy regarding how decisions are made on which platforms to advertise and market through.

The Freedom of Information Act 2000 gives you two rights of access when you write to us asking for information. You have the right to know whether we hold recorded information falling in scope of your request and you have the right to receive this recorded information subject to cost limit or exemption.

I apologise sincerely for the delay in responding to your request. For background, The Government Advertising Unit is a shared service centre within The Executive Office (TEO) and is a centre of specialised expertise to co-ordinate, manage and evaluate advertising across Government. The aim is to ensure value for money, effectiveness and a more strategic use of advertising as part of government's overall communications activities. The GAU provides advice to the Department on advertising platforms and retains any relevant policies. You will find further information here about the processes for requesting information from TEO: [Requesting information from The Executive Office | The Executive Office](#)

Information is not held in the format you have requested and so the costs outlined below for television and radio advertising may also include billboard advertising as the costs are not always recorded separately. Also, costs for production of graphics, audio etc and generally included within the overall costs of campaigns. It is also not possible to provide a breakdown of expenditure on different social media platforms.

In that context, the following table sets out details of information held by the Department on the different areas, subject to the caveats above.

	2019/20 (£)	2020/21 (£)	2021/22 (£)	2022/23 (£)	2023/24 (£)
Social media/internet marketing etc.		1204.00	1580.50	290.00	8686.70
Newspaper/magazine publications etc.	72210.70	30332.91	9784.29	16913.82	20564.37
Television and radio advertising etc	459922.00	306000.00	164622.00	701711.00	707887.30
Billboard advertising				15297.00	5858.00
Production of graphics etc.					

If you are unhappy with the result of your request for information you may request an internal review within two calendar months of the date of this letter. If you request an internal review, please do so in writing stating the reasons to the address above.

If following an internal review, you were to remain dissatisfied you may make a complaint to the Information Commissioner and ask him to investigate whether the DoJ has complied with the terms of the FOIA. You can write to the Information Commissioner at:

Information Commissioner
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

The Commissioner will not investigate a complaint unless an internal review procedure has been carried out.

Further details on the role of the Information Commissioner and the handling of appeals can be found at: www.informationcommissioner.gov.uk

Yours sincerely

Records & Information Manager”