



Llywodraeth Cymru  
Welsh Government

## E-mail request

Our ref: ATISN 15202

Date: 2 July 2021

Dear

### ATISN 15202

Thank you for your request which I received on 7 June 2021. I have provided the information against the questions you submitted at Annex 1 of this letter.

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 Email: [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.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely



BUDDSODDWYR | INVESTORS  
MEWN POBL | IN PEOPLE

Parc Cathays • Cathays Park  
Caerdydd • Cardiff  
CF10 3NQ

## Annex 1

1. The amount spent on newspaper media advertising in 2018-19, 2019-20 and 2020-21, along with the top five newspapers advertised in:

### 2018-19 – £754,175

1. Daily Post
2. Evening Standard
3. Western Mail
4. Trinity Mirror/Reach Wales Package\*
5. Cambrian News

### 2019-20 – £896,877

1. Sunday Times
2. Daily Post
3. South Wales Echo
4. Western Mail
5. Cambrian News

### 2020-21 – £693,407

1. Daily Post
2. South Wales Echo
3. Trinity Mirror/Reach Wales Package\*
4. South Wales Argus
5. Newsquest Wales Package\*

\* Trinity Mirror/Reach and Newsquest are packages of newspapers across Wales.

2. The total amount spent on YouTube advertising in 2018-19, 2019-20 and 2020-21;

2018-19 - £3,805.57

2019-20 - £16,971.36

2020-21 - £115,486.36 \*\*

3. The total amount spent on social media advertising, broken down by social media platform (e.g. Facebook sponsored posts, Instagram, Tik Tok and Twitter) in 2018-19, 2019-20 and 2020-21.

### 2018-19

FACEBOOK/INSTAGRAM	£172,876
LINKEDIN	£30,323
SNAPCHAT	£5,950
TWITTER	£52,850

### 2019-20

FACEBOOK/INSTAGRAM	£237,318
LINKEDIN	£27,797
SNAPCHAT	£13,300
TWITTER	£32,723

**2020-21**

FACEBOOK/INSTAGRAM	£559,664
LINKEDIN	£17,808
SNAPCHAT	£57,600
TIK TOK	£24,364
TWITTER	£111,549

\*\*The increase in 2020-21 for social media channels is due to significant additional spend on Keep Wales Safe and associated public health campaigns.