

Freedom of Information Request	FOI 22-200	20 th May 2022
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I would like to request the total spend excluding VAT on placing notices or advertisements, promotions or similar of any kind in any publication, display, audio, in print or digitally.

I would like to request the totals per publishing entity placed with, eg. but not limited to; Newsquest, Reach PLC, Global Radio, Facebook, Twitter, Vivid Outdoor, Clear Channel, or Golley Slater.

If it is possible to provide a break down of type of spend per total per publisher eg. the split or explanatory labelling between recruitment advertising, public information, statutory notices, event promotional, or specific campaign advertising and the like that would be greatly appreciated - however not required.

If the titles of the publications the adverts appeared in are known, can they be included alongside the publishers name, again appreciated but not required.

I would like to request the totals yearly per entity for recent financial years:

2018-2019

2019-2020

2020-2021

and for this financial year to date

2018/19

Supplier Name	Publication	Description	Total
BMJ PUBLISHING GROUP	BMJ	Various Job Adverts for Clinical Vacancies	54,675
BRITISH TELECOMMUNICATIONS PLC	BT Phonebook	Public Information Advert	2,820
CAERPHILLY MEDIA LTD	Caerphilly Observer	Health Promotion Campaign Adverts	1,980
FACEBOOK	Facebook	Various Adverts on Facebook	181
GOLLEY SLATER RECRUITMENT LTD	BDJ & Indian Paediatrics Publication	Various Job Adverts for Clinical Vacancies	7,138
LOCAL LINK MAGAZINE	Newport Local Link Magazine	Health Promotion Campaign Adverts	713
LOCAL WORLD LTD	Fish4Jobs, Western Mail & Bristol Post	Advertising for Recruitment Events	396

NEWSQUEST MEDIA GROUP LTD	South Wales Argus & Voice Magazine	Various Job Adverts & Health Promotion Campaigns	5,336
SBW ADVERTISING LTD	Facebook & ABUHB Jobs Website	Facebook Advertising Campaign & Hosting of Jobs Website for Recruitment	7,373
STUDIO TRI LTD	Facebook	Facebook Health Promotion Campaign	930
ZDUP - PRIMAS MEDIA LTD	Civvy Street Magazine	Advert in Publication	1,200
2018/19 Total			82,741

2019/20

Supplier Name	Publication	Description	Total
BMJ PUBLISHING GROUP	BMJ	Various Job Adverts for Clinical Vacancies	53,114
BRITISH TELECOMMUNICATIONS PLC	BT Phonebook	Public Information Advert	180
BT DIRECTORIES	BT Phonebook	Public Information Advert	2,820
CAERPHILLY MEDIA LTD	Caerphilly Observer	Health Promotion Campaign Adverts	1,164
EMAP PUBLISHING LTD	Nursing Times	Job Advert in Publication	3,600
FACEBOOK	Facebook	Various Adverts on Facebook	72
GOLLEY SLATER RECRUITMENT LTD	BDJ & Indian Paediatrics Publication	Various Job Adverts for Clinical Vacancies	2,194
KINGSMOOR PUBLICATIONS LTD	RAD Magazine	Job Advert in Publication	2,770
NEWSQUEST MEDIA GROUP LTD	South Wales Argus & Voice Magazine	Various Job Adverts & Health Promotion Campaigns	4,245
RCN PUBLISHING CO	Royal College of Nursing	Recruitment Campaign	6,000
REDACTIVE PUBLISHING LTD	Biomedical Science Magazine	Advert in Publication	3,750
SBW ADVERTISING LTD	ABUHB Jobs Website	Hosting of Jobs Website for Recruitment	6,183
STUDIO TRI LTD	Facebook	Facebook Health Promotion Campaign	1,800
SUNSHINE RADIO UK	Sunshine Radio - Hereford	Recruitment Campaign	360
YOURMEMBERSHIP LTD	Faculty of Public Health	Advert in Publication	924
2019/20 Total			89,176

2020/21

Supplier Name	Publication	Description	Total
BENDIGIDOL CYF	Various	Job Adverts in Welsh Language Publications	720
BMJ PUBLISHING GROUP	BMJ	Various Job Adverts for Clinical Vacancies	80,114
BT DIRECTORIES	BT Phonebook	Public Information Advert	3,000
FACEBOOK	Facebook	Various Adverts on Facebook	80
LANSDOWNE	RCP Medicine Jobs	Various Job Adverts for Clinical	

PUBLISHING PARTNERSHIP LTD	Board	Vacancies	1,200
NEWSQUEST MEDIA GROUP LTD	South Wales Argus & Voice Magazine	Various Job Adverts & Health Promotion Campaigns	6,132
RCN PUBLISHING CO	Royal College of Nursing	Recruitment Campaign	16,152
SWYDDLE LLP	Swyddle	Job Advert on Welsh Language Jobs Website	150
2020/21 Total			107,548

2021/22

Supplier Name	Publication	Description	Total
BMJ PUBLISHING GROUP	BMJ	Various Job Adverts for Clinical Vacancies	73,424
CENTURY ONE PUBLISHING LTD	ARC Recruitment Media	Job Advert in Publication	420
DIGITAL CINEMA MEDIA LTD	Cineworld Newport, Vue Cwmbran	Health Promotion Campaign Adverts	27,000
FACEBOOK	Facebook	Various Adverts on Facebook	1,361
HAYMARKET MEDIA GROUP LTD	People Management Website	Job Adverts on Website	3,054
NEWSQUEST MEDIA GROUP LTD	South Wales Argus & Voice Magazine	Various Job Adverts & Health Promotion Campaigns	9,480
RCN PUBLISHING CO	Royal College of Nursing	Recruitment Campaign	5,400
SBW ADVERTISING LTD	ABUHB Jobs Website	Hosting of Jobs Website for Recruitment	1,478
WRU GWENT STADIUM LTD	Rodney Parade Stadium - Newport	Various Adverts on Large Screens	1,200
2021/22 Total			122,817