



## REQUEST 17837

Please can you provide me with your spending for 2023-4 and 2024-5 on:

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

## RESPONSE

See below the advertising spend for the Public Relations Team broken down for 2023-24 and 2024-25. Please note that this is not an accurate reflection for the advertising spend across the council as this is not tracked by the Public Relations Team and will be booked and tracked by individual departments.

1.

### Print media advertising 2023-24

£1629 (Wigan Observer) £1086.36 (Leigh Journal) £13,862 (out of home)

### Print media advertising 2024-25

£1433.31 (Wigan Observer) £883.83 (Leigh Journal)

2.

### Online media advertising 2023-24

£4617.36 (Meta) £6691.82 (Google/Youtube) £9849.96 (Other -TV, audio and display ads)

### Online media advertising 2024-25

£6637.73 (Meta) £9985.18 (Google/Youtube) £35.49 (LinkedIn)

23/24								
Print Advertising			Digital Advertising					
Publications		OOH	Meta	Google/ Youtube	Youtube	LinkedIn	Other - TV, audio and display ads	
Wigan Observer	Leigh Journal							
		£5,330.00	£4,294.73	£6,691.82			£9,849.96	
£1,629.00	£1,086.36	£8,532.00	£322.63					
Total	£1,629.00	£1,086.36	£13,862.00	£4,617.36	£6,691.82	£0.00	£0.00	£9,849.96
24/25								
Print Advertising			Digital Advertising					
Publications		OOH	Meta	Google/ Youtube	Youtube	LinkedIn	Other	
Wigan Observer	Leigh Journal							
			£4,218.91	£9,985.18				
£1,433.31	£883.83		£2,418.82			£35.49		
Total	£1,433.31	£883.83	£0.00	£6,637.73	£9,985.18	£0.00	£35.49	£0.00
Overall total								
	£3,062.31	£1,970.19	£13,862.00	£11,255.09	£16,677.00	£0.00	£35.49	£9,849.96