

58542 Media Spending

I would be most grateful for the following information.

A breakdown of council on spending on:

a) public relations

b) social media

c) other communications each year for the last ten years

a) We are unable to provide the information requested as the cost to the Council of locating, retrieving and providing the information far exceeds the statutory maximum of £600.

b) and c) Much of the information requested is published on our Disclosure Log at:

<https://edinburgh.axlr8.uk/disclose/>

The following requests are relevant –

55383, 54247, 47459, 47255 and 46314.

Please also refer to the summary table below which includes spend on public/statutory notices, recruitment, outdoors (OOH), radio and TV on demand from 2015/16 to 2024/25.

		Apr 24 - Mar 25	Apr 23- Mar 24	Apr 22- Mar 23	Apr 21- Mar 22	Apr 20 - Mar 21	Apr 19- Mar 20	Apr 18- Mar19	Apr 17 - Mar 18	Apr 16 - Mar 17	Apr 15- Mar 16
Media	Description										
Print	Public/Stat. Notices	298,789.70	249,659.59	298,914.00	252,514.32	202,572.37	253,534.08	169,268.02	162,364.29	216,863.00	270,359.25
Print	Display	13,277.79	13,820.34	10,404.00	3,548.65	4,739.15	20,614.64	19,505.04	18,848.99	57,411.00	71,741.00
Print	Recruitment	0.00	0.00	4,400.00	20,419.00	0.00	5,541.17	4,226.00	2,473.58	18,312.00	17,370.00
Print Totals		312,067.49	263,479.93	313,718.00	276,481.97	207,311.52	279,689.89	192,999.06	183,686.86	292,586.00	359,470.25
Digital	Recruitment	598.27	160.71	5,914.13	26,081.36	3,200.25	3,353.17	42,666.92	13,541.28	0.00	0.00
Digital	Campaign Advertising	179,240.00	203,597.94	211,612.65	196,072.78	111,073.75	75,427.00	68,166.31	75,231.75	56,088.22	93,026.64

OOH	Inc. Bus Shelter, Taxi Wraps, Large Format, etc.	61,535.26	81,155.52	54,897.00	84,809.70	64,652.32	42,232.10	18,330.19	50,567.07	50,306.92	20,296.00
Radio	All radio	45,729.77	57,505.36	50,072.00	74,616.52	62,947.46	50,187.56	37,731.00	33,639.68	50,338.00	55,484.00
TV	All TV including On Demand, Local	16,249.89	5,810.53	26,999.00	20,112.12	40,224.22	35,202.00	31,850.00	12,000.00	0.00	0.00
Other Media Totals		303,353.19	348,230.06	349,494.78	401,692.48	282,098.00	206,401.83	198,744.42	184,979.78	156,733.14	168,806.64
Grand total		615,420.68	611,709.99	663,212.78	678,174.45	489,409.52	486,091.72	391,743.48	368,666.64	449,319.14	528,276.89