

63546 Online and Print Media Spend

Print media advertising, broken down by newspaper or outlet.

Online media advertising, broken down by platform, eg Facebook, Instagram, X, TikTok, etc.

Statutory/public notice spend by publication 2025/26

Publication	Spend
Edinburgh Evening News	£148,417.89
Scotsman	£155,278.58

Display/campaign spend by publication 2025/26

Publication	Spend
Ambulance Life Scotland	£626.21
Currie & Balerno News	£128.46
EH4 Directory	£970.75
Konect Directory Dell	£78.14
Morningside Messenger	£224.81
Police Life Scotland	£818.89
Stockbridge Spotlight	£301.86
The Canalside Directory	£270.57
The Leither	£508.46
The List	£1,801.57
The Murrayfield Grapevine	£250.48
The Skinny	£1,007.96
Trinity Spotlight	£192.68

Digital/online spend by platform 2025-26

Platform	Spend
Facebook/Instagram	£113,559.54

Google Display Network	£10,890.48
Google	£70,554.41
Google Demand Gen	£2,527.50
Google Performance Max	£3,033.00
LinkedIn	£2,838.39
Sabio VOD	£9,634.02
Sky Adsmart	£14,152.27
Spotify	£4,119.81
The Edinburgh Reporter	£160.57
The Trade Desk Mogl	£1,011.00
Tiktok	£16,618.03
Wanderlust	£6,422.68
Youtube	£10,571.50