

**Date:** 28 June 2019  
**Our reference:** FOI12866  
**Email:** foi@camden.gov.uk

**Information and Records Management**  
Corporate Services  
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Dear Requester

Thank you for your request for information dated 11 June 2019 about spend on advertising. We have dealt with this under the Freedom of Information Act 2000.

### **Response**

The council holds the information requested and the answers to your questions are as follows:

**1. What is the total amount spent by this local authority in each of 2016-17, 2017-18 and 2018-19 on advertising, broken down by the following categories:**

- **Out-of-home advertising such as banners/billboards/posters/displays/signs etc**
- **Print advertising, excluding local newspapers/publications, such as direct mail and leaflets.**
- **Print advertising within local newspapers/publications**
- **Film/TV/video**
- **Local radio**
- **Social media**
- **Online advertising (recruitment)**
- **Online advertising (non-recruitment)**
- **Any other**

We do not hold this information. This cannot be fully answered because our internal spend coding does not capture this level of detail. We have a single internal classification code 'GD010 Advertising - Non Staff' and the spend relating to the periods requested is as follows:

<b>2016-17</b>	<b>2017-18</b>	<b>2018-19</b>
£ 119,117.30	£ 126,754.41	£ 61,081.43

2. The top 5 outlets in terms of advertising spend (in the interest of commercial sensitivity, this answer does not need to include the amount that is spent with each outlet, the list can also be randomised in order if deemed necessary.) By outlet I refer to the specific host for a piece of advertising, such as a local newspaper or advertising company.

If figures cannot be disaggregated into the requested categories, please provide a total figure for each of the requested financial years.

2016-17:

Supplier	2016-17
New Journal Enterprises Ltd	£72,430.00
ARCHANT LONDON	£19,115.15
G1 LTD	£16,900.00
ADMEDIA (LEISURE) LIMITED	£6,500.00
TSO-THE GAZETTE	£2,607.55

2017-18:

New Journal Enterprises Ltd	£102,164.00
ARCHANT LONDON	£14,850.71
PLUG IN LTD	£4,725.00
TSO-THE GAZETTE	£2,457.30
AECOM LTD	£1,950.00

2018-19:

Supplier	2018-19
New Journal Enterprises Ltd	£48,485.40
ARCHANT LONDON	£5,409.03
LONDON BELONGS TO ME LTD	£2,820.00
TSO-THE GAZETTE	£1,068.00

#### Further Information:

Why not check our Portal [Open Data Camden](#) before making a new request as your question may already be answered by a previous [FOI response](#) or in one of our many useful and interesting datasets.

#### Your Rights

If you are not happy with how your response was handled you can request an Internal Review within 2 months of this letter by email to [foireviews@camden.gov.uk](mailto:foireviews@camden.gov.uk) or post: Information and Records Management Team, London Borough of Camden, Town Hall, Judd Street, London WC1H 9JE. Please quote your case reference number.

If you are not satisfied with the Internal Review outcome you can complain to the Information Commissioner's Office at [casework@ico.org.uk](mailto:casework@ico.org.uk) telephone 0303 123 1113, or post to Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. The ICO website [www.ico.org.uk](http://www.ico.org.uk) may be useful.

Yours sincerely

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Information and Records Management Officer

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