



Information Governance Team

Postal Address:
Coventry City Council
PO Box 15
Council House
Coventry
CV1 5RR

www.coventry.gov.uk

E-mail: infogov@coventry.gov.uk

Phone: 024 7697 5408

02 August 2024

Dear Sir/Madam

Freedom of Information Act 2000 (FOIA)

Request ID: FOI625729901

Thank you for your request for information relating to spend on advertising.

You have requested the following information:

How much did Coventry City Council spend in total on advertising in 2019, 2020, 2021, 2022, and 2023?

Year	Total Spend
2019	£254,481
2020	£276,765
2021	£189,223
2022	£209,975
2023	£163,146

For each of these years, please provide a full percentage breakdown of all the platforms used for Coventry City Council advertising including:

1.Regional and local UK news brand publishers

(a) in print

(b) online

2.Google

3. Facebook

4. Other major online platforms e.g. Twitter, Instagram, YouTube, LinkedIn, Tik Tok

Clarification:

1. Advertising spend across all departments including central comms and marketing team.

2. Advertising is a paid-for communication on a third-party platform such as a local newspaper or website intended to promote a product, service, opportunity such as a job vacancy, or organisation, or influence consumer behaviour in some way. It does include statutory advertising, but could this please be broken out as a separate category.

Year	In Print Total	Online Total	Social Network Amplification package (SNAP*) Total	Overall Total
2019	£224,429	£30,052		£254,481
2020	£244,892	£31,873		£276,765
2021	£171,190	£16,793	£1,250	£189,223
2022	£190,413	£19,562		£209,975
2023	£146,058	£14,838	£2,250	£163,146
Total	£976,982	£113,118	£3,500	£1,093,590

Year	In Print percentage	Online percentage	SNAP* percentage	Total
2019	88.19%	11.81%	0.00%	100.00%
2020	88.48%	11.52%	0.00%	100.00%
2021	90.46%	8.87%	0.66%	100.00%
2022	90.68%	9.32%	0.00%	100.00%
2023	89.53%	9.09%	1.38%	100.00%

*SNAP – Social Network Amplification Package includes Facebook, X, Instagram, LinkedIn

The supply of information in response to a FOI/EIR request does not confer an automatic right to re-use the information. You can use any information supplied for the purposes of private study and non-commercial research without requiring further permission. Similarly, information supplied can also be re-used for the purposes of news reporting. An exception to this is photographs. Please contact us if you wish to use the information for any other purpose.

For information, we publish a variety of information such as: [FOI/EIR Disclosure Log](#), [Publication Scheme](#), [Facts about Coventry](#) and [Open Data](#) that you may find of useful if you are looking for information in the future.

If you are unhappy with the handling of your request, you can ask us to review our response. Requests for reviews should be submitted within 40 days of the date of receipt of our response to

your original request – email: infogov@coventry.gov.uk

If you are unhappy with the outcome of our review, you can write to the Information Commissioner, who can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or email icocasework@ico.org.uk.

Please remember to quote the reference number above in your response.

Yours faithfully

Information Governance