



Information Governance Team

Postal Address:
Coventry City Council
PO Box 7097
Coventry
CV6 9SL

www.coventry.gov.uk

E mail: infogov@coventry.gov.uk

Phone: 024 7697 5408

22 April 2025

Dear Sir/Madam

**Freedom of Information Act 2000 (FOIA)
Request ID: FOI700538124**

Thank you for your request for information relating to Online and Offline media advertising budgets.

You have requested the following information:

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

2023/24:

The Big Hand Group Ltd: £1,250.00
Bullivant Media Group Ltd: £950.00
Your Call Publishing LTD: £650.00
Turnside Marketing Ltd T/A RNS Publications: £650.00
Occucom Ltd: £550.00
Claire Jones T/A Families Warwickshire: £1,763.10

Total: £5,813.10

2024/25:

Benham Publishing Limited: £880.00
Claire Jones T/A Families Warwickshire: £1,344.00
Reach Publishing Services Ltd: £2,402.03
Turnside Marketing Ltd T/A RNS Publications: £650.00

Your Call Publishing Ltd: £980.00
Bullivant Media Group Ltd: £299.18

Total: £6,555.21

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

2023/24:

Facebook: £19,493.58
Google: £12,891.29
Twitter/X: £492.80

Total: £32,877.67

2024/25:

Facebook: £16,554.07
Google: £14,083.25

Total: £30,627.32

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