



Ein cyf/Our ref WQ98042(e)

12 February 2026

Dear Gareth Davies MS

I am writing in response to your Written Question below, tabled on 23rd January 2026.

WQ98042(e) - How much has the Welsh Government spent on television and social media advertising in the last financial year?

The total media expenditure for Welsh Government campaigns in the last financial year on television and social media through our Media Buying Services and Integrated Marketing Campaigns and PR frameworks, is summarised as follows:

TV	Social Media
£390,815 exc. VAT	£608,546 exc. VAT

Thank you for submitting the question.

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.