

18 February 2019

**Official Information Act Request to Ministry for Women:** [REDACTED]

*Please provide the total amount of spending on advertising in the past five financial years, by year, including financial year 2018/19 to date.*

*For each year, please break this down into how much of each annual spend was used in each of the following categories:*

1. Facebook and Facebook-owned properties (Instagram, WhatsApp)
2. Social media influencers
3. Other social media (e.g. Snapchat)
4. Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Yahoo! etc)
5. Other online advertising
6. Television
7. Radio, including podcasts
8. Outdoor (e.g. billboards, buses)

The Ministry will respond to [REDACTED] using the online questionnaire form [REDACTED] has requested we use. The information we are releasing is as follows:

1. Facebook and Facebook-owned properties (Instagram, WhatsApp)

2019	\$518.60
2018	\$422.99
2017	\$325
2016	\$305

3. Other social media (e.g. Snapchat)

2019	\$80
2018	\$155

The Ministry had no expenditure on the following points from [REDACTED] request, during the past five financial years:

2. Social media influencers
4. Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Yahoo! etc)
5. Other online advertising
6. Television
7. Radio, including podcasts
8. Outdoor (e.g. billboards, buses)