

SCOTTISH GOVERNMENT SPEND VIA REPUBLIC OF MEDIA: 2016/17 - 2020/21

2016/17	
Campaign	Amount
Active Travel	£8,690.89
Air Weapons	£92,717.45
Country Roads	£198,003.62
Drink Drive	£14,776.54
Bauer Life Matters	£4,345.87
Greener	£9,405.70
International	£52,753.44
Motorbikes	£39,641.65
One Scotland	£29,182.59
Ready for Winter	£65,060.17
Saltire Scholarships	£9,940.36
Vulnerable Road Users	£221,920.52
<i>Framework Levy/ asbof</i>	<i>£4,485.26</i>
TOTAL	£750,924.06

2017/18	
Campaign	Amount
Country Roads	£175,399.24
Drink Drive	£34,537.48
Hate Crime	£34,133.37
Human Trafficking	£114,915.00
International	£122,084.81
Motorbikes	£11,391.38
Ready Scotland	£65,324.65
Revenge Porn	£122,529.01
Rural Payments	£13,160.00
Benefit Uptake	£119,337.09
Vulnerable Road Users	£184,723.23
<i>Framework Levy/ asbof</i>	<i>£8,007.80</i>
TOTAL	£1,005,543.06

2018/19	
Campaign	Amount
Bauer Life Matters	£25,292.21
Benefit Uptake	£96,952.96
Credit Unions	£103,281.70
EU Exit	£11,147.08
Hate Crime	£188,232.72
International	£77,002.28
Early Learning & Childcare	£13,789.82
Migration	£72,324.56
Motorbikes	£13,350.00
Parental Audience	£4,124.69
Ready Scotland	£3,020.37
Road Safety	£116,875.30
Read Write Count	£2,456.14
<i>Framework Levy/ asbof</i>	<i>£3,305.84</i>
TOTAL	£731,155.67

2019/20	
Campaign	Amount
Alcohol	£4,912.27
Best Start Grant	£17,327.34
Benefit Uptake	£22,341.33
Scotland's Census 2022	£463.21
Domestic Abuse	£240,832.82
EU Exit	£468,937.09
Financial Health Check	£79,064.35
Fireworks	£26,274.01
Food Waste	£3,791.96
Fair Start Scotland	£66,400.54
International	£265,625.11
Nursing Recruitment	£213,505.00
Organ Donation	£30,024.81
Parental Audience	£9,823.54
Period Poverty	£81,527.09
Ready for Winter	£9,030.27
Road Safety	£239,285.82
Rural Payments	£14,219.86
<i>Framework Levy/ asbof</i>	<i>£3,936.86</i>
TOTAL	£1,797,323.28

2020/21	
Campaign	Amount
COVID	£16,937,895.26
Revenge Porn	£68,444.13
Carers Wellbeing	£109,043.23
Climate Change	£5,055.00
Equal Protection	£19,999.99
Hate Crime	£68,187.27
International	£4,198.94
Scotland's Census 2022	£6,854.58
Detect Cancer Early	£29,796.00
Breastfeeding	£10,000.00
Parental Audience	£254,892.50
Read Write Count	£22,999.99
Private Renting Rights	£1,059.66
Period Poverty	£1,694.28
Organ Donation	£326,782.04
NHS is Open	£222,304.42
Home Energy	£309,103.52
Infant Mental Health	£52,000.00
Total	£18,450,310.81