

Expenditure per month on Covid-19 vaccine advertising with media outlets

Jan-21	£ 192,145
Feb-21	£ 203,128
Mar-21	£ 381,041
Apr-21	£ 350,545
May-21	£ 390,940
Jun-21	£ 239,617
Jul-21	£ 103,640
Aug-21	£ 80,740
Sep-21	£ 102,318
Oct-21	£ 44,739
Nov-21	£ 316,543
Dec-21	£ 446,232
Jan-22	£ 447,177
Feb-22	£ 172,356
Mar-22	£ 200,010*

\* Total up to 15 March 2022

Expenditure on Covid-19 vaccine advertising by media channel from 1 January 2021 to 15 March 2022

Digital	£1,166,050
Television	£1,062,207
Radio	£588,256
Video On Demand	£415,703
Out Of Home	£359,341
Press	£76,614
Total	£3,671,171

List of media outlets used for Covid-19 vaccine advertising from 1 January 2021 to 15 March 2022

Media Name	Supplier Full Name
CATCH UP TV (VOD)	4OD (C4)
	SKY ADSMART
	ITV DIGITAL
	SKYGO
	STV PLAYER
	VIRGIN MEDIA
TELEVISION (live)	CHANNEL 4 TELEVISION
	ITV BREAKFAST
	STV
DIGITAL	DAX
	FACEBOOK INC
	GOOGLE ADWORDS

	INVIBES
	MEDIA IQDIGITAL
	NANO INTERACTIVE
	ROMMATIC
	SNAPCHAT
	SPOTIFY
	TEADS
	THE SUN
	TIKTOK
	TWITCH UK LTD
	TWITTER
OOH	CLEAR CHANNEL
	GLOBAL OUTDOOR
	JC DECAUX
PRESS	ABERDEEN EVENING EXPRESS
	ABERDEEN PRESS & JOURNAL
	DAILY EXPRESS
	DAILY RECORD
	DUNDEE COURIER
	DUNDEE EVE TELEGRAPH
	EDINBURGH EVENING NEWS
	EVENING TIMES
	GLASGOW HERALD
	MEDIAFORCE PAN SCOTLAND PACKAGE*
	METRO(SCOTLAND)
	SCOTTISH DAILY MAIL
	SUN (SCOTLAND)
	SUNDAY MAIL
	THE SCOTSMAN
RADIO	ARGYLL RADIO
	AWAZ FM
	BAUER SCOTLAND
	CAITHNESS FM LTD
	CAPITAL SCOTLAND
	CENTRAL FM
	CFM
	CFM 106.8
	CLASSIC FM SCOTLAND
	CUILLIN FM
	HEART SCOTLAND
	HEARTLAND FM
	HITS RADIO BRAND(EDIN/FORTH)1
	HITS RADIO BRAND(GLAS/CLYDE)1
	ISLES FM

K107FM
KINGDOM FM
LOCHBROOM FM
MORAY FIRTH 1
NEVISRADIO
NORTHSOUND 1
NORTHSOUND 2
OBAN FM
PANJAB RADIO
PULSE 98.4 RADIO
PULSE RADIO
RADIO BORDERS
RADIO RAMADAN
SAM FM
SIBC
SMOOTH SCOTLAND
TAY
TAY FM
TWO LOCHS RADIO
WAVES RADIO 101.2FM
WESTSOUND

\* The following newspapers are included in the Mediaforce Pan Scotland Package

Aberdeenshire Batch (Turriff Advertiser, Ellon Advertiser, Inverurie Advertiser, Huntly Express)  
Airdrie and Coatbridge Advertiser  
Alloa & Hillfoots Advertiser  
Annandale Observer Series  
Arbroath Herald  
Ardrossan and Saltcoats Herald  
Arran Banner  
Ayr Advertiser Series  
Ayrshire Post  
Berwickshire News & East Lothian Herald  
Blairgowrie Advertiser  
Border Telegraph & Peeblesshire News  
Buchan Observer  
Caithness Courier/John O'Groat Journal  
Campbeltown Courier & Argyllshire Advertiser  
Carluke & Lanark Gazette  
Central Fife Times & Fife & Kinross Extra  
Clydebank Post  
Cumbernauld News  
Cumnock Chronicle  
Deeside/Donside Piper  
Dumbarton Reporter  
Dumfries and Galloway Standard (Fri), Dumfries & Galloway Standard (Wed),  
Dumfries Courier

Dunfermline Press & West of Fife Advertiser  
Dunoon Observer and Argyllshire Standard  
East Kilbride News  
East Lothian Courier  
Ellon Times/Inverurie Herald  
Falkirk Herald  
Fife package  
Forfar Dispatch/ Kirriemuir Herald (includes Brechin Advertiser, Montrose Advertiser)  
Forres Gazette  
Fraserburgh Herald  
Galloway Gazette & Carrick Gazette  
Galloway News  
Gazette Series & Paisley & District People  
Grampian Batch (Banffshire Journal, Banffshire Advertiser, Banffshire Herald)  
Greenock Telegraph  
Hamilton Advertiser  
Helensburgh Advertiser  
Highland News  
Inverness Courier (both days)  
Irvine Herald  
Irvine Times  
Isle of Bute News  
Kilmarnock Standard  
Kirkintilloch Herald  
Largs & Millport Weekly News  
Lennox Herald  
Linlithgowshire Journal & Gazette  
Mearns Leader/Kincardineshire Observer  
Midlothian Advertiser  
Milngavie & Bearsden Herald  
Motherwell Times & Bellshill Speaker  
Nairnshire Telegraph - added  
North Star  
Northern Scot  
Northern Times  
Oban Times & West Highland Times  
Orcadian  
Paisley Daily Express  
Perthshire Advertiser (Fri), Perthshire Advertiser (Tues)  
Ross-shire Journal  
Rutherglen Reformer  
Shetland Times  
Southern Reporter  
Stirling Observer (Fri), Stirling Observer (Wed)  
Stornoway Gazette  
Stranraer & Wigtown Free press  
Strathearn Herald  
Strathspey & Badenoch Herald  
The Hawick Paper  
West Highland Free Press  
West Lothian Courier

Wishaw Press  
Edinburgh Evening News,  
Dundee Evening Telegraph,  
Aberdeen Evening Express  
Glasgow Evening Times