Transport for London

Advertising spend for the period July 2016-June 2017

| | July | August | September | October | November | December | January | February | March | April | May | June |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Cinema** | £80,051.00 | | | £80,051.00 | | | | | | | | |
| **Digital** (inc search to help customers find the relevant information on the TfL website when using search engines such as Google) | £67,457.25 | £167,401.52 | £202,457.40 | £91,237.71 | £164,297.68 | £42,210.71 | £94,020.10 | £74,274.57 | £63,376.21 | £16,559.78 | £12,100.24 | £21,891.19 |
| **Posters** | £227,274.00 | £162,854.00 | £229,500.00 | £331,244.00 | £173,181.48 | £74,765.00 | £192,901.54 | £469,945.50 | £332,591.00 | £33,700.00 | £15,600.00 | £93,600.00 |
| **Print** | £81,302.34 | £68,464.80 | £89,336.20 | £172,186.73 | £237,415.69 | £135,845.43 | £210,638.88 | £184,417.42 | £100,434.72 | £52,777.30 | £45,695.84 | £59,733.20 |
| **Radio** | £163,705.87 | £334,285.19 | £101,058.66 | £218,470.33 | £246,372.65 | £76,980.43 | £229,057.60 | £277,026.05 | £322,427.78 | £32,485.50 | £51,982.95 | £121,249.89 |
| **Social e.g. Facebook and Twitter** | £3,792.82 | 0 | £16,527.87 | £5,473.08 | 0 | £251,169.29 | £17,866.14 | 0 | £53,846.24 | £3,278.34 | £9,810.90 | £16,224.68 |
| **Television** | 0 | £199,801.00 | 0 | 0 | £199,801.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **Video on Demand** | £12,134.98 | £44,351.87 | 0 | £7,348.56 | £53,890.83 | 0 | 0 | 0 | £62,785.19 | 0 | 0 | £5,932.01 |
| | | | | | | | | | | | | |

Transport for London

Advertising spend for the period July 2017 to June 2018

| | July | August | September | October | November | December | January | February | March | April | May | June |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Cinema** | | | | | | | | | | | | |
| **Digital** (inc search to help customers find the relevant information on the TfL website when using search engines such as Google) | £51,945.93 | £57,389.74 | £41,395.08 | £78,069.79 | £96,377.53 | £39,861.56 | £115,739.79 | £235,860.11 | £67,398.28 | £20,046.54 | £54,324.66 | £130,234.34 |
| **Posters** | £210,323.77 | £109,370.77 | £127,538.77 | £235,161.15 | £241,592.77 | £343,673.77 | £679,460.00 | £310,462.80 | £161,055.95 | £41,990.00 | £500,357.11 | £103,686.80 |
| **Print** | £117,229.50 | £132,744.10 | £175,619.36 | £165,457.04 | £158,305.12 | £234,157.35 | £226,323.26 | £135,424.58 | £157,858.70 | £33,024.97 | £132,697.03 | £96,375.48 |
| **Radio** | £161,643.08 | £133,349.75 | £157,207.60 | £159,600.34 | £201,833.69 | £209,934.47 | £196,398.26 | £340,832.49 | £309,122.66 | | £260,517.12 | £150,998.74 |
| **Social** e.g. Facebook, Twitter | £8,477.20 | £13,093.48 | £8,557.29 | £6,240.20 | £14,979.31 | £12,129.51 | £52,235.45 | £582.24 | £89,558.64 | £13,442.55 | £8,852.09 | £68,078.01 |
| **Video on Demand** | £15,324.42 | £33,363.61 | £25,260.40 | £41,633.21 | £72,068.94 | £40,440.54 | £51,802.08 | £91,835.30 | £171,630.07 | | £13,568.30 | £179,129.00 |
| | | | | | | | | | | | | |