Robert Troy, T.D.
Leinster House,
Kildare Street,
Dublin 2.

robert.troy@oireachtas.ie

21st November 2023

RE: PQ 447/23

Dear Deputy Troy,

Please find Bord Iascaigh Mhara's response to your question below:

Question

To ask the Minister for Agriculture; Food and the Marine to provide a breakdown of the advertising spend of his Department and agencies under the remit of his Department, by national media outlet and local newspaper outlet, for each of the years 2020 to 2022, in tabular form.

Response

Please see below table outlining BIM's advertising spend for the years 2020 to 2022.

	2020	2021	2022
Carnbeg Ltd T/A Limerick Post	€ 1,488.30	€ -	€ -
Clare Champion Ltd.	€ 7,840.80	€ 3,936.00	€ -
FORMPRESS PUBLISHING LTD T/A Iconic Newpapers	€10,307.93	€ 2,328.52	€ -
Galway Advertiser Ltd.	€ 4,851.50	€ 1,217.70	€ -
Independent Newspapers Marketing Ltd	€ -	€12,300.00	€ -
INM Regionals Ltd T/A People Newspapers	€ 5,336.10	€ 1,217.70	€ -
Irish Examiner	€ 3,146.00	€ 2,783.00	€ -
Kerry's Eye Ltd	€ 5,324.00	€ 1,353.00	€ -
Limerick Leader	€ 5,566.00	€ 2,299.00	€ -
Mayo News Holdings Limited	€ 4,900.50	€ 1,107.00	€ -
Sligo Weekender Ltd	€ 3,158.10	€ -	€ -
Southern Star Ltd	€ 6,788.00	€ 2,460.00	€ 615.00
The Drogheda Independent	€ 3,146.00	€ 1,599.00	€ -
Waterford News & Star Ltd	€ 5,989.50	€ 2,706.00	€ -
West Cork People	€ -	€ 799.50	€ 799.50
	€67,842.73	€36,106.42	€1,414.50

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Feedback can be provided directly to BIM via the below link or by scanning the below QR code.

https://ecv.microsoft.com/BpkySHEFwQ

Yours sincerely,

Fergal Harte
Director of Corporate Services

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