

Overview of Advertising Expenditures in accordance to the Media Freedom Act (EMFA)

In compliance with the transparency requirement under Article 25(2) of Regulation (EU) 2024/1083 (European Media Freedom Act – EMFA), WERK1.Bayern GmbH publishes an annual overview of its expenditures on government advertising.

The information includes all paid advertising and informational activities commissioned through media service providers or online platforms. The table below contains the information required by law and is updated annually. Previous years' data remain archived and continue to be available.

Type of measure	Medium and recipient	Volume (EUR)	Period
Newsletter	Newsletter, Mailchimp	581,64	01/25-12/25
Press statement	Distribution of press releases, news aktuell GmbH	2760,00	06/25-12/25
Online Ad	LinkedIn Ads, LinkedIn	799,99	08/25-10/25
Print Ad	Overview of the Startup Ecosystem, The Ecosystem Company	1.690,00	08/25
Online Ad	Newsletter & Podcast Advertisement, Startup Insider GmbH	2.750,00	11/25
Job Posting	LinkedIn Job Slot, LinkedIn	4.815,00	11/25-11/26
Print Ad	Print Ad in VC Magazine, brutkasten GmbH	3.500,00	12/25