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	610,00	01/26-12/26
Print & Online Ad	Financial Times Deutschland	5.000,00	02/26
Job Posting	Linkedin Job Slot, Linkedin	5.100,00	01/26-12/26
Online Ads	Google Ads, Google	1.500,00	10/26-12/26
Print & Online Ad	Print and Online Ad in VC Magazine, brutkasten GmbH	3.500,00	10/26