

Re: relationship with Pulse Media Group.

Pulse Tasmania<tasmania@pulsemg.com.au>

[REDACTED], righttoinformation@dpac.tas.gov.au

Tuesday, May 6th, 2025 at 4:18 PM

Date

[REDACTED] thank you for your email.

Pulse runs **campaign-based government advertising** to promote important public initiatives, as does every other commercial media outlet in Tasmania.

These campaigns generally consist of display advertising across the Pulse Tasmania website and app.

While Pulse does offer advertorial opportunities on social media, we do not currently offer advertorial opportunities on our website or app. Any advertorial content is disclosed as such.

Similarly, we do not allow any advertorials to promote content of a political nature.

As an example, we have previously run Social Advertorials to promote the availability of emergency information on the government's TasAlert app and to educate voters on how to correctly number their voting ballot papers with the Tasmanian Electoral Commission. However we have declined opportunities to run Advertorials for contentious political issues, like the Macquarie Point Stadium.

Our level of our commercial relationship with the state government is consistent with other Tasmanian media outlets, including The Mercury and 7 Tasmania.

We engage directly with third-party advertising agencies who are appointed by the government through a competitive public tendering process and who book campaigns with media providers on behalf of the state government.

You can read more about how Tasmanian Government advertising is managed [here](#).

Pulse is proud to be Tasmania's only free-to-read daily news outlet outside of the ABC. Advertising revenue is what enables us to make local news freely accessible for over 270,000 Tasmanians each month.

PULSE TASMANIA

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Sent: 06 May 2025 15:22

To: [redacted] <right@oinforma@dpac.tas.gov.au>
<right@oinforma@dpac.tas.gov.au> Cc: Pulse Tasmania
<tasmania@pulsemg.com.au> Subject: RE: relationship with Pulse Media Group.

To whom it may concern,

I am emailing to request any and all communications or documents (invoices, quotes, contracts) relating to the relationship between the Tasmanian Government and Pulse Media Group.

<https://pulsemediagroup.com.au/advertise/>

Upon discovering a business relationship via the PMG website I was unable to locate any further public record regarding the relationship between the Government and a company that claims to run an unbiased news outlet: <https://pulsetasmania.com.au/editorial-policy-complaints/>

As PMG have previously been seen to have run many undisclosed advertorials for another of their clients (St.Lukes Health), I believe it is in the public interest for the above to be disclosed.

To note: I have CC'd Pulse Editorial in on this email.

Thank you in advance,
Sincerely,

[redacted signature]

[redacted] 1 embedded image

[redacted]