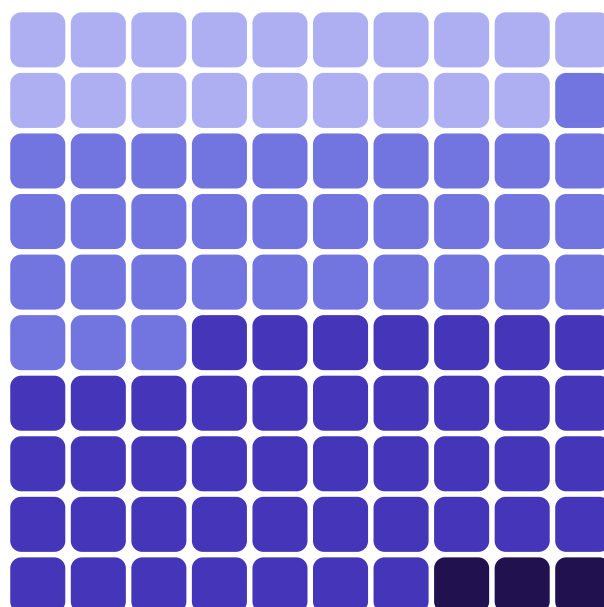


PR Agency Pricing 2026

Minimum project sizes of 1,238 PR agencies, by country, region and team size

According to Edvido's analysis of 1,238 PR agencies (October 2026), the median minimum project size is \$5,000: 18.6% of firms that publish a minimum start at \$1,000 or less, and 47.1% ask for \$10,000 or more.

Firms analysed	Median minimum
1,238	\$5,000
609 publish a minimum	per project
\$1,000 or less	\$10,000 or more
18.6%	47.1%
of firms with a minimum	3.3% at \$25,000+



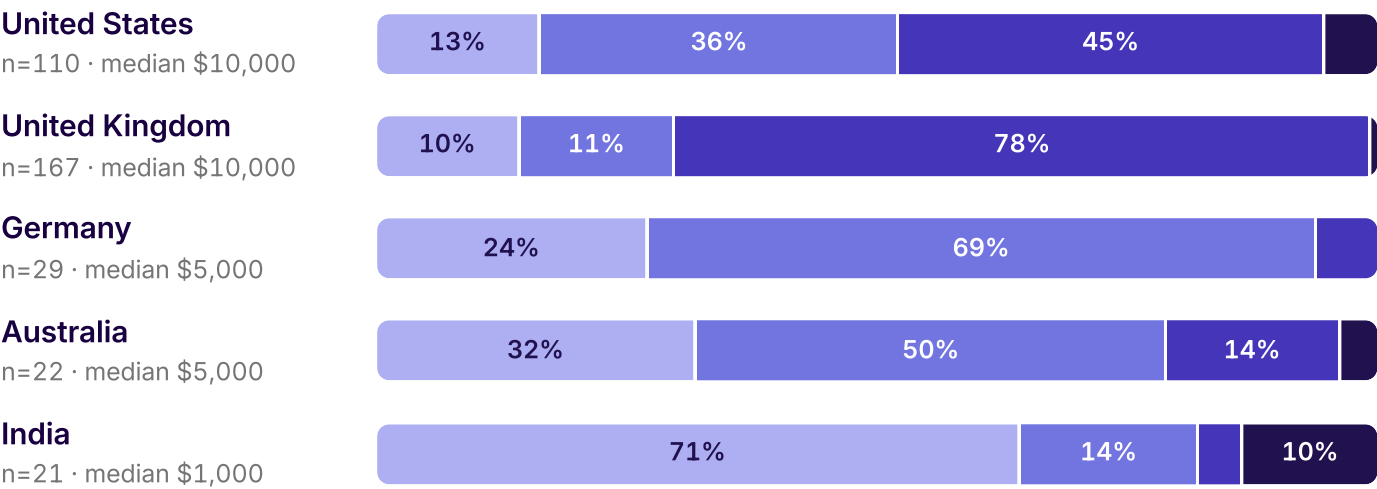
Each square is 1% of the 609 firms that publish a minimum project size.

■ \$1,000 or less	18.6%
■ \$1,500 – \$9,999	34.3%
■ \$10,000 – \$24,999	43.8%
■ \$25,000 or more	3.3%

Minimums by country

Countries with at least 20 firms publishing a minimum.

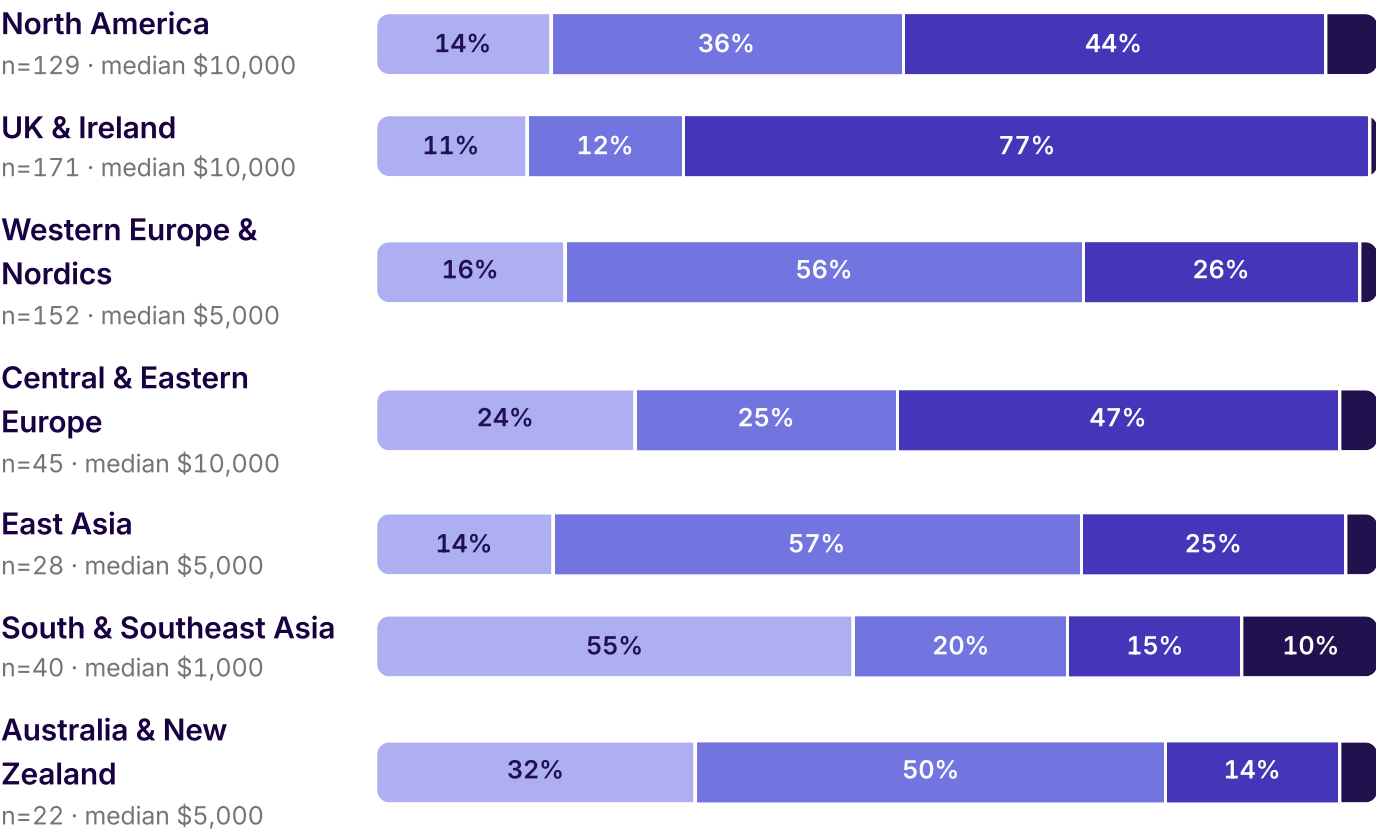
\$1,000 or less
\$1,500 – \$9,999
\$10,000 – \$24,999
\$25,000 or more



Country	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
United States	110	\$10,000	12.7%	36.4%	44.5%	6.4%
United Kingdom	167	\$10,000	10.2%	11.4%	77.8%	0.6%
Germany	29	\$5,000	24.1%	69%	6.9%	0%
Australia	22	\$5,000	31.8%	50%	13.7%	4.5%
India	21	\$1,000	71.4%	14.3%	4.8%	9.5%

Minimums by region

\$1,000 or less
\$1,500 – \$9,999
\$10,000 – \$24,999
\$25,000 or more



Region	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
North America	129	\$10,000	14%	35.6%	44.2%	6.2%
UK & Ireland	171	\$10,000	11.1%	11.7%	76.6%	0.6%
Western Europe & Nordics	152	\$5,000	15.8%	55.9%	26.3%	2%
Central & Eastern Europe	45	\$10,000	24.4%	24.5%	46.7%	4.4%
East Asia	28	\$5,000	14.3%	57.1%	25%	3.6%
South & Southeast Asia	40	\$1,000	55%	20%	15%	10%
Australia & New Zealand	22	\$5,000	31.8%	50%	13.7%	4.5%

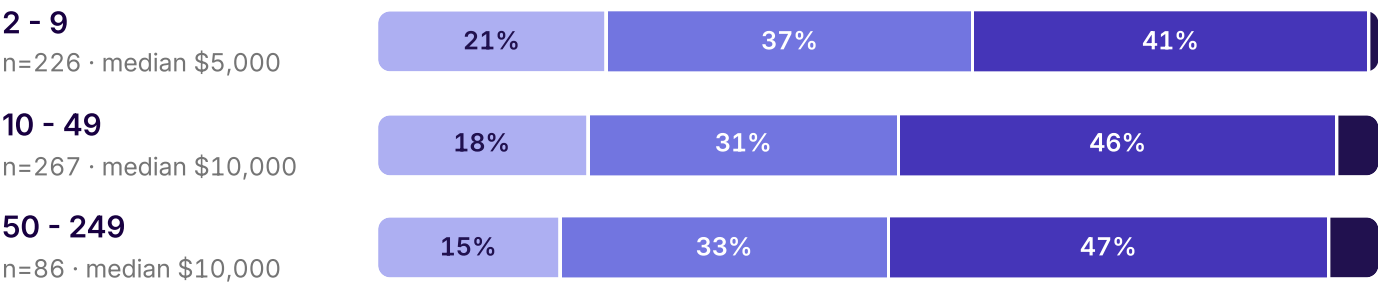
Published minimum bands

Share of the 609 firms that publish a minimum, by the band they publish.



Minimums by team size

■ \$1,000 or less ■ \$1,500 – \$9,999 ■ \$10,000 – \$24,999 ■ \$25,000 or more



Team size	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
2 - 9	226	\$5,000	20.8%	37.2%	41.1%	0.9%
10 - 49	267	\$10,000	18.4%	30.7%	46%	4.9%
50 - 249	86	\$10,000	15.1%	32.6%	46.5%	5.8%

Cities

Cities with at least 10 firms publishing a minimum. Small samples: read as indicative.

City	Country	n	Median minimum	\$1,000 or less	\$10,000+	\$25,000+
Preston	United Kingdom	10	\$10,000	0%	100%	0%
Glasgow	United Kingdom	13	\$10,000	0%	92.3%	0%
Bristol	United Kingdom	10	\$10,000	0%	90%	0%
Bournemouth	United Kingdom	15	\$10,000	0%	86.7%	6.7%
Cambridge	United Kingdom	11	\$10,000	9.1%	81.8%	0%
Manchester	United Kingdom	11	\$10,000	9.1%	81.8%	0%
Liverpool	United Kingdom	10	\$10,000	10%	80%	0%
Portland	United States	13	\$10,000	7.7%	69.2%	7.7%

City	Country	n	Median minimum	\$1,000 or less	\$10,000+	\$25,000+
New York	United States	11	\$10,000	9.1%	63.6%	18.2%
Philadelphia	United States	11	\$10,000	9.1%	63.6%	0%
Birmingham	United Kingdom	10	\$10,000	0%	60%	0%
Brussels	Belgium	11	\$5,000	0%	27.3%	9.1%
Helsinki	Finland	10	\$5,000	10%	20%	0%
Berlin	Germany	13	\$5,000	23.1%	7.7%	0%
Melbourne	Australia	13	\$5,000	46.2%	7.7%	0%
Vienna	Austria	13	\$5,000	30.8%	7.7%	0%
Stockholm	Sweden	14	\$5,000	0%	7.1%	0%
Copenhagen	Denmark	10	\$5,000	10%	0%	0%
New Delhi	India	15	\$1,000	66.7%	20%	13.3%

Methodology

Population	Firms listed on 98 Edvido city pages for PR agencies, collected from the public listing API on 2026-10-21.
De-duplication	One record per firm within the category (by website, else name); a firm listed in several cities is counted once.
Price field	Minimum project size as published in the firm's public B2B directory profile (such as Clutch and Sortlist), in USD (e.g. "\$5,000+"). Firms without a published minimum are excluded from price statistics.
Country	Country of the Edvido city page the firm is listed on.
Minimum sample	Countries, regions and team-size groups with fewer than 20 firms publishing a minimum are not shown; city rows need at least 10 and are small samples.
Median	Median of the published minimum project sizes (band lower bounds).

Data: 2026-10-21. Licence: CC BY 4.0 — cite as: Edvido, PR Agency Pricing Data 2026 (<https://www.edvido.com/pr-agencies/pricing>). Full guide and live data: <https://www.edvido.com/pr-agencies/pricing>. Raw data: <https://www.edvido.com/data/pricing/pr-agencies.json>.

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