

League Table, PRECIS members 2012

Member companies in PRECIS have an income fee of minimum €630,000 which is considered to be a minimum level for a professional services firm. Revenues are defined as fees for public relations consulting and services; income from related communications services such as research, internal communications, and employee communications; and mark-ups of production services and other public relations materials. Figures for 2012 shows a 4 per cent increase in income fee compared to 2011. PRECIS members income fee are approximately 80 percent of the Swedish PR-consultancy industry which in total sums up to approximately €M200.

	Fee income	Empoyees
Prime International	148,1	124
JKL	140,0	62
Hallvarsson&Halvarsson	123,0	95
Springtime	95,4	61
Grayling	57,2	42
Gullers Grupp	48,8	42
Diplomat Communications	50,3	33
Jung Relations	47,0	43
Narva Communications	40,6	27
MSL Stockholm	34,8	28
Patriksson Communication	30,1	29
Solberg Kommunikation	49,2	50
Cohn&Wolfe	28,4	23
JMW Kommunikation	23,0	22
Aspekta	22,3	16
Hill&Knowlton	21,5	22
Burson-Marsteller	16,4	9
Nordic Public Affairs	15,7	6
Andréasson PR	15,0	14
A World Beneath	12,0	16
Edelman	11,5	13
Hero Kommunikation	12,1	9
Informedia	11,0	15
Newsroom	11,0	10
Geelmuyden.Kiese	10,6	17
Svensk Information i Stockholm	9,5	8
Text 100	9,1	8
Angselius Rönn	9,0	7
Bite Communications	8,1	7
AxiCom	7,8	8
Comma	7,1	6
Hegeli	5,7	4
Wirtén PR & Kommunikation	6,2	7
Erichs Communications	5,2	6
Kreab Gavin Anderson incl internationell business	416,0	242