

League Table, PRECIS members 2018

Annual 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. Member companies in PRECIS must have an income fee of minimum €600,000 which is a minimum level for a professional services firm in the industry. Figures for all of PRECIS members 2018 shows a 3.3 per cent decrease in income fee compared to 2017. PRECIS members income fee is approximately ¾ of the Swedish PR-consultancy industry (for business conducted on the Swedish market) which in total sums up to approximately €M 200.

Prime Weber Shandwick	20 406 464	127
Gullers Grupp	15 977 609	133
Kreab AB	13 714 286	74
Hallvarsson&Halvarsson	11 136 486	73
JKL	7 365 789	36
Springtime-Intellecta	6 506 960	47
Diplomat Communications	5 550 798	30
Jung Relations	4 254 796	47
Narva Communications	4 143 224	57
JMWGolin	3 547 123	19
BCW Stockholm	3 186 142	23
MSL Stockholm	3 020 541	27
Spotlight PR	2 752 527	22
Paues Åberg Communications	2 717 676	20
Nordic Public Affairs	2 456 400	10
Geelmuyden.Kiese	2 127 857	20
Aspekta	1 905 342	14
Bellbird	1 835 294	14
Sinfo Yra*	1 776 500	7
Archetype	1 353 171	11
Andréasson PR	1 148 603	13
Henson PR	1 025 429	13
Newsroom	898 729	10
Comma*	730 000	7