

League Table, PRECIS members 2019

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 2019 shows a 17 per cent increase in income fee compared to 2018. PRECIS members income fee is approximately $\frac{3}{4}$ of the Swedish PR-consultancy industry (for business conducted on the Swedish market) which in total sums up to approximately €M 200.

	Turnover €	Employees
Prime Weber Shandwick	23 375 000	121
Gullers Grupp	21 590 000	172
Kreab AB	14 620 000	70
Hallvarsson&Halvarsson	10 540 000	66
Springtime-Intellecta	8 279 000	66
Kekst CNC	8 109 000	33
Narva Communications	7 556 500	44
Jung Relations	6 698 000	46
Diplomat Communications	6 281 500	30
BCW Stockholm	4 734 500	31
JMWGolin	2 941 000	19
Bellbird	2 881 500	19
Paues Åberg Communications	2 796 500	23
Geelmuyden.Kiese	2 669 000	20
Spotlight PR	2 516 000	23
Aspekta	2 108 000	15
Nordic Public Affairs	1 844 500	12
Sinfo Yra*	1 785 000	7
Archetype	1 139 000	13
Henson PR	1 079 500	13
Andréasson PR	824 500	10
Comma*	629 000	6