

League Table, PRECIS members 2016

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 considered to be a minimum level for a professional services firm in our industry. Figures for all of PRECIS members 2016 shows an 9.0 per cent increase in income fee compared to 2015. 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 €M180.

	Euro	Employees
Kreab World Wide	41 052 000	400
Hallvarsson&Halvarsson	21 789 000	160
Prime	13 589 000	104
Gullers Grupp	13 473 000	105
JKL	10 052 000	48
Intellecta Corporate	5 957 000	44
Diplomat Group	5 894 000	44
Narva Communications	5 326 000	39
Solberg Kommunikation	4 442 000	44
Jung Relations	4 242 000	37
MSL Stockholm	4 210 000	35
Edelman Deportivo	3 894 000	33
Springtime	3 431 000	32
Cohn&Wolfe	2 768 000	22
JMWGolin	2 652 000	20
Burson-Marsteller	2 336 000	11
Nordic Public Affairs	2 326 000	10
Hill&Knowlton	2 168 000	19
Laika Consulting	2 105 000	19
Paues Åberg	2 073 000	16
Geelmuyden.Kiese	1 884 000	20
Aspekta	1 768 000	13
Text 100	1 694 000	11
Andréasson PR	1 463 000	12
SINFO YRA	1 400 000	8
Henson PR	1 242 000	10
Newsroom	1 136 000	10
Angselius Rönn	1 094 000	7
AxiCom	810 000	5
Comma	715 000	7