OUR STUDY

What PR agencies say *they charge.*

Agencies listed on DesignRush state their minimum project size and their hourly rate. We took the 77 agencies shown first in its PR categories and summarized what they say.

$1K–10K
the most common minimum project size (40 of 77 agencies, 52%)

$140
median hourly rate, among the 56 agencies that list one

27%
ask for at least $10,000 as a minimum project

10 of 77
have "PR", "Public Relations" or "Communications" in their name

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What PR agencies charge: a study of 77 agency profiles

KEY FINDINGS

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Short answer: Among 77 agencies a large directory lists for PR, the most common minimum project is $1,000 to $10,000 (52%), and 27% ask for at least $10,000. The 56 that list an hourly rate charge a median of $140, with the middle half between $93 and $200.[1,2] Only 10 of the 77 have PR or communications in their name: many firms listed for PR are digital marketing, SEO or reputation agencies.

What we looked at

DesignRush, an agency directory, lists 613 agencies under "PR agencies for startups" and 2,630 under "PR firms". Each profile states a minimum project size (in ranges) and an hourly rate, as the agency reports them. We took the first 50 agencies shown in each list on November 5, 2026; with the overlap, that is 77 agencies.[1,2]

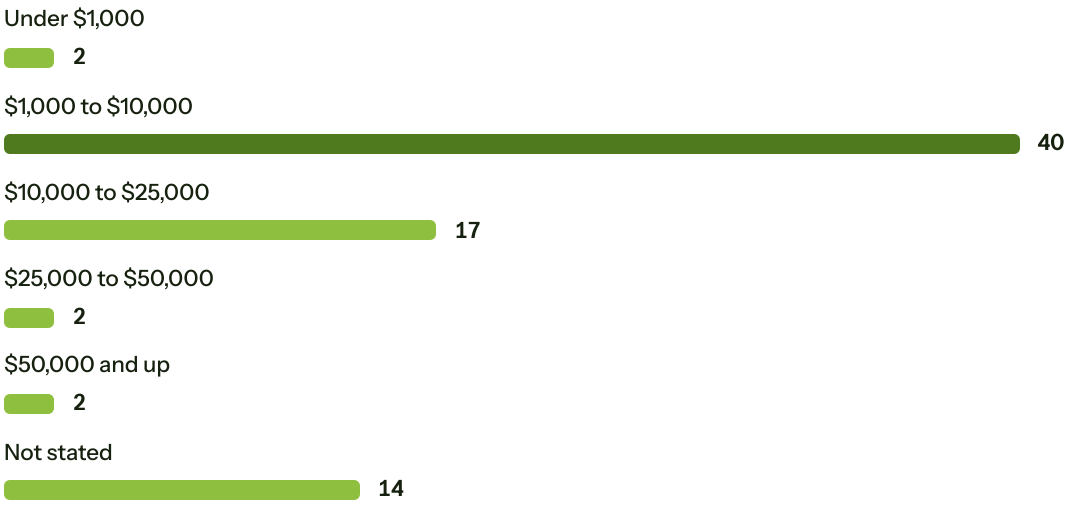
These are the agencies the directory shows first, which can depend on the directory's own ranking and on paid placement, so they are a snapshot of what buyers see, not a random sample of all PR firms. We don't publish agency names.

Minimum project size

Most agencies start at $1,000 to $10,000 (40 of 77). 17 start at $10,000 to $25,000, 2 at $25,000 to $50,000 and 2 at $50,000 or more. Only 2 take projects under $1,000, and 14 don't state a minimum.[1,2]

Minimum project size

Number of agencies, of 77



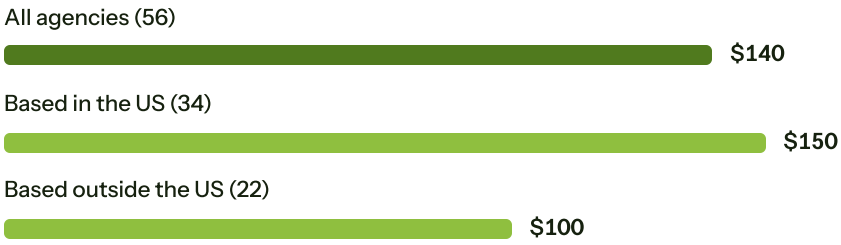
Source: Edamame PR & Strategy analysis of DesignRush agency profiles (PR categories), November 5, 2026.

Hourly rates

56 of the 77 agencies list an hourly rate. The median is $140 an hour; half charge between $93 and $200, and the full range runs from $13 to $500.[1,2] Agencies based in the US (52 of the 77) list a median of $150, against $100 for agencies based elsewhere.

Median hourly rate

US dollars, agencies that list a rate



Source: Edamame PR & Strategy analysis of DesignRush agency profiles, November 5, 2026.

Not every "PR agency" does PR

Only 10 of the 77 agencies have "PR", "Public Relations" or "Communications" in their name. The others include digital marketing, SEO, social media, web design and online reputation firms that list PR among their services. That isn't wrong, but it means a directory search for a PR agency mixes very different kinds of work.

What it means if you're hiring

- **Expect a minimum.** Most agencies won't take a project under $1,000, and about a quarter start at $10,000. Ask for the minimum upfront.
- **An hourly rate isn't a result.** Hours measure effort, not articles. Ask what is included: which publications, how many articles, by when, and what happens if nothing is published.
- **Check what the firm actually does.** Many firms listed for PR are marketing or SEO agencies. If you want articles in publications, ask for examples of placements.
- **Compare models, not just prices.** Retainers, hourly work and paying per article each fit different needs. Our guide to how PR pricing works explains them.

How we did this

Data: the first 50 agency profiles shown in DesignRush's "Top PR Agencies for Startups" (613 listed) and "Top PR Firms" (2,630 listed) on November 5, 2026; 77 agencies after removing duplicates. Minimum project size and hourly rate are as each agency reports them on the directory. "Not stated" includes profiles that say "Inquire". Medians and quartiles are our calculations. The directory's order can reflect its own ranking and paid placement. We don't publish agency names. Prices change; this is a snapshot.

Questions

How much does a PR agency cost?

Among 77 agencies listed for PR on DesignRush, the most common minimum project is $1,000 to $10,000, and about 27% ask for at least $10,000 (November 2026).

What is a typical PR agency hourly rate?

The median in our study was $140 an hour, with half of the agencies between $93 and $200. US-based agencies listed a median of $150.

Are all agencies listed as PR agencies really PR firms?

No. Only 10 of the 77 agencies we looked at have PR or communications in their name; many are digital marketing, SEO or reputation firms that offer PR among other services.

Sources

1. Top PR Agencies for Startups (agency profiles), DesignRush.
   https://www.designrush.com/agency/public-relations/startups

2. Top PR Firms (agency profiles), DesignRush.
https://www.designrush.com/agency/public-relations

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