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2009 Agency Business Report Rankings

April 27 2009

Data: Revenue is defined as fee income earned in the US, mark-up on billable items, and, when applicable, advertising commissions up to 10% of fee income. Revenue from subsidiaries and affiliates was not included if there was less than 50% ownership, while n/a denotes not applicable, where the agency did not submit the figure.

Disclaimer: While every effort has been made to ensure the accuracy of these figures, PRWeek is not responsible for, nor does it make financial guarantees based on, the information presented or any inference that could be drawn from them.

2009 Rankings

Rank	Agency Name	US Revenue (\$)		Change %	Rank 2008	Staff 2008	Staff 2007	Revenue (\$) US employee	Location
		2008	2007						
1	Edelman	\$287,469,596	\$262,885,026	9%	1	1,896	1,780	\$151,618	Chicago
2	Waggener Edstrom Worldwide	\$108,591,000	\$96,750,000	12%	2	704	667	\$154,248	Bellevue, WA
3	Ruder Finn	\$77,275,000	\$76,450,000	1%	3	358	350	\$215,851	New York
4	APCO Worldwide	\$62,000,000	\$57,386,800	8%	4	257	243	\$241,245	Washington
5	Qorvis Communications	\$34,919,065	\$30,497,000	15%	7	96	86	\$363,740	Washington
6	Schwartz Communications	\$29,334,668	\$29,760,559	-1%	8	181	202	\$162,069	Waltham, MA
7	ICR	\$26,713,971	\$25,111,403	6%	9	109	85	\$245,082	Westport, CT
8	Text 100 Public Relations	\$23,900,000	\$22,600,000	6%	10	145	136	\$164,827	San Francisco
9	DKC	\$22,400,000	\$21,700,000	3%	11	111	131	\$201,801	New York
10	Taylor Global	\$20,305,000	\$20,141,000	1%	13	106	110	\$191,556	New York
11	WeissComm Group	\$18,981,000	\$13,031,000	46%	20	86	68	\$220,709	San Francisco
12	Gibbs & Soell	\$18,742,796	\$18,565,840	1%	14	101	107	\$185,572	New York
13	Padilla Speer Beardsley	\$15,952,172	\$14,740,079	8%	17	114	95	\$139,931	Minneapolis
14	PCGCampbell	\$15,731,040	\$19,554,605	-20%	12	128	131	\$122,898	Dearborn, MI
15	OutCast Communications	\$15,345,000	\$12,145,000	26%	26	81	74	\$189,444	San Francisco
16	Peppercom	\$13,558,168	\$11,816,341	15%	25	77	71	\$176,080	New York
17	Davies	\$13,553,575	\$11,900,000	14%	24	43	44	\$315,199	Santa Barbara, CA
18	French/West/Vaughan	\$13,433,632	\$13,170,228	2%	19	83	85	\$161,850	Raleigh, NC
19	PainePR	\$13,338,514	\$11,424,420	17%	29	76	62	\$175,506	Irvine, CA
20	Allison & Partners	\$13,082,147	\$11,535,700	13%	28	100	106	\$130,821	San Francisco
21	RF/Binder Partners	\$12,600,000	\$12,153,652	4%	22	74	69	\$170,270	New York
22	Capstrat	\$12,500,000	\$12,100,000	3%	23	85	82	\$147,058	Raleigh, NC
23	5W Public Relations	\$11,919,546	\$11,581,939	3%	27	79	79	\$150,880	New York
24	Coyne Public Relations	\$11,600,000	\$8,643,000	34%	43	85	87	\$136,470	Parsippany, NJ
25	KCSA Strategic Communications	\$11,583,717	\$9,794,513	18%	37	46	44	\$251,819	New York
26	M Booth & Associates	\$11,367,557	\$11,341,079	0%	30	55	57	\$206,682	New York
27	Zeno Group	\$11,202,806	\$11,221,469	0%	31	62	55	\$180,690	Chicago
28	Makovsky & Company	\$11,100,000	\$9,241,000	20%	38	50	47	\$222,000	New York
29	Cooney/Waters Group	\$10,459,663	\$10,083,254	4%	35	38	38	\$275,254	New York
30	CRT/tanaka	\$10,150,000	\$10,515,113	-3%	32	67	71	\$151,492	Richmond, VA
31	Kaplow Communications	\$10,100,000	\$10,350,000	-2%	33	58	60	\$174,137	New York
32	Levick Strategic Communications	\$10,022,828	\$8,547,217	17%	44	41	53	\$244,459	Washington
33	O'Keeffe & Company	\$9,707,881	\$8,740,172	11%	42	65	60	\$149,352	Alexandria, VA

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		2008	2007						
34	Eric Mower and Associates	\$9,623,926	\$8,529,423	13%	45	59	44	\$163,117	Syracuse, NY
35	Hunter Public Relations	\$9,471,059	\$8,987,181	5%	40	59	55	\$160,526	New York
36	Martino Flynn	\$9,347,526	\$10,310,652	-9%	34	51	57	\$183,284	Pittsford, NY
37	Widmeyer Communications	\$9,094,000	\$9,280,000	-2%	39	52	41	\$174,884	Washington
38	CJP Communications	\$8,995,218	\$8,105,032	11%	46	43	42	\$209,191	New York
39	Bender/Helper Impact	\$8,722,416	\$7,778,544	12%	49	66	59	\$132,157	Los Angeles
40	CRC Public Relations	\$8,712,774	\$7,604,274	15%	50	31	27	\$281,057	Alexandria, VA
41	Rasky Baerlein Strategic Communications	\$8,419,541	\$7,783,283	8%	48	35	34	\$240,558	Boston
42	Crosby Marketing Communications	\$8,320,782	\$7,601,200	9%	51	51	51	\$163,152	Annapolis, MD
43	The Zimmerman Agency	\$8,180,000	\$6,840,000	20%	60	44	43	\$185,909	Tallahassee, FL
44	Gregory FCA Communications	\$8,000,708	\$6,985,239	15%	59	50	49	\$160,014	Ardmore, PA
45	Bader Rutter & Associates	\$7,716,842	\$6,710,298	15%	63	55	62	\$140,306	Brookfield, WI
46	Jackson Spalding	\$7,700,000	\$7,170,000	7%	54	66	63	\$116,666	Atlanta
47	McNeely Pigott & Fox Public Relations	\$7,660,964	\$7,904,858	-3%	47	63	67	\$121,602	Nashville, TN
48	Lewis PR	\$7,647,807	\$6,054,000	26%	72	53	54	\$144,298	San Francisco
49	Atomic Public Relations	\$7,621,500	\$5,400,000	41%	79	56	46	\$136,098	San Francisco
50	Airfoil Public Relations	\$7,534,354	\$7,216,200	4%	53	55	62	\$136,988	Southfield, MI
51	Murphy O'Brien	\$7,515,326	\$7,047,088	7%	57	39	39	\$192,700	Santa Monica, CA
52	Lou Hammond & Associates	\$7,155,965	\$6,565,106	9%	64	41	45	\$174,535	New York
53	SparkPR	\$7,099,929	\$5,729,546	24%	76	28	30	\$253,568	San Francisco
54	Formula PR	\$7,090,898	\$5,418,372	31%	78	58	52	\$122,256	San Diego
55	Liggett-Stashower	\$7,023,833	\$6,729,059	4%	62	60	65	\$117,063	Cleveland
56	Linden Alschuler & Kaplan	\$7,013,000	\$7,251,000	-3%	52	38	40	\$184,552	New York
57	Stanton Communications	\$7,001,231	\$7,086,796	-1%	56	34	36	\$205,918	Washington
58	Black Twig Communications	\$6,800,000	\$7,100,000	-4%	58	38	36	\$178,947	St. Louis
59	The Rogers Group	\$6,768,928	\$8,928,433	-24%	41	41	52	\$165,095	Los Angeles
60	Vollmer Public Relations	\$6,624,183	\$6,801,277	-3%	61	45	55	\$147,204	Houston
61	Development Counsellors International	\$6,416,188	\$6,008,853	7%	73	40	40	\$160,404	New York
62	Spectrum Science Communications	\$6,310,109	\$7,100,134	-11%	55	44	45	\$143,411	Washington
63	Davies Murphy Group	\$6,292,702	\$6,332,909	-1%	68	44	48	\$143,015	Burlington, MA
64	PAN Communications	\$6,141,700	\$6,181,800	-1%	71	56	60	\$109,673	Andover, MA
65	Winning Strategies Public Relations	\$6,084,937	\$6,526,112	-7%	66	28	31	\$217,319	Newark, NJ
66	Jasculca/Terman and Associates	\$5,988,671	\$6,395,698	-6%	67	46	54	\$130,188	Chicago
67	G.S. Schwartz & Co.	\$5,850,000	\$5,990,000	-2%	74	26	26	\$225,000	New York

