

SCHRÖDER



SCHÖMBS PR

Prices 2025

Fees by position per hour

Managing Director	220	Junior Account Manager	120
Director	180	Assistant	85
Senior Account Manager	150	Graphic Designer	110
Account Manager	135	Office Management	75

Public Relations

Press Release

from 220

one-time with delivered press release and distribution list

Communication and Office Expenses

300 monthly

Distribution List

Set-up, one-time, 1.60/contact plus handling

from 330

Hosting, maintenance and updating

available on request or from the PR/media office

PR/Media Office

from 6.000

Individual service packages incl. provision of a project team for consulting, project management, planning and implementation as well as monitoring and validation of customer-specific communication measures, media acquisition and reporting

Media Planning and Media Cooperations

from 1.500 plus media budget

Selection and recommendation of relevant media and products, implementation and management of native advertorials, advertisements and competition cooperations

SCHRÖDER



SCHÖMBS PR

Prices 2025

Strategy and Concept

Development of strategy, concept and ideas for PR, events and influencer activations

Idea Outline

3.000

Concept development including research, strategic approaches and implementation proposals

Small

4.500

Medium

6.000

Large

9.000

Consumer Insights

Individual surveys and studies

from 2.500

Target group interviews/analysis

from 2.500

Influencer Relations

Influencer Campaign

from 5.500 plus influencer fee

Strategic consulting and creation of activation plan, research, selection and coordination of influencers relevant to the campaign and target group, request of and coordination with influencers including contractual agreements, implementation and management, clipping and social media monitoring, reporting

Social Media

from 3.500

Campaign planning, editorial planning, content creation, text and (moving) image editing, target group management and media planning, community management and monitoring (social listening tools not included)

Influencer Seeding

(excl. packaging materials and postage)

from 3.500



Live Communication and Events

Press conferences, launch events, panel talks or streaming parties including conception, planning, production, red carpet, invitation and guest management

Event Size

Small	from 12.000
Medium	from 25.000
Large	from 50.000

Based on your briefing, we will be happy to create a customized offer - from strategic derivation to implementation and success monitoring.

Content

Visual Content Production

Press photo	from 2.500
Infographic	from 2.000
Videoclip online	from 4.500

Textual Content Production

Consumer Press Release	from 500
Corporate/B2B Press Release	from 500
Newsletter	from 1.500

All prices in euros plus statutory VAT.

Third-party services are charged on an itemized basis. If the agency takes over the handling of external services on behalf of the client, it shall charge a fee of 15% of the external costs for obtaining quotations, placing orders, quality assurance, monitoring, control and invoicing, unless otherwise agreed. On request, the handling of productions and other external costs can be undertaken by the agency itself.

Our general terms and conditions apply (www.schroederschombs.com/agb).