

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

Strategy und Creation

We develop strategies based on insights, data and experience. Close to the brand, target group and reality. Creative, precise and actionable.

Strategy, concept and idea development for PR, events and influencer activations

Idea Outline

Initial creative approaches and directions, maximum 2–3 ideas, rough sketches.

3.000

Conceptual Outline

Approach, target group fit, storyline, initial ideas.

4.500

Detailed Concept

Fully developed, including research, strategic alignment, channels, action plan, timing.

6.500

Finished Concept ('ready to execute')

Fully detailed, including strategy, storyline, action plan, timing, channels, budget recommendation. Can be implemented immediately.

9.500

Research and Insights

Individual surveys and studies.

from 2.500

Target group interviews/analyses.

from 2.500

Brand and Strategy Workshops

Including preparation, execution and evaluation.

from 4000

Product and Brand Communication

We specialise in creative, bespoke storytelling, crafted with intelligence.
Launch, Campaign or Steady Drumbeat: With us your brand and products stand out in the media.

Press Mailing

One-time with press release and distribution list (supplied by client).

from 220

Distribution List

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

from 330

Hosting, maintenance and updating.

**by request or included
in the PR/Media Office**

PR/ Media Office

ab 6.000

Customised service packages including provision of a project team for consulting, project management, media acquisition and reporting, as well as monitoring and validation of client-specific communication measures.

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, raffle collaborations and advertisements.

Communications and Office Fees

1 % of Monthly Retainer

Influencer Communication

We believe in finesse over fame. Great impact is created when every aspect aligns with your brand. Right down to attitude, community and style. .

Influencer Campaign

from 5.500 plus influencer fees

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

Influencer Seeding

Excluding packaging materials and postage.

from 3.500

Content Communication

Likes are great. Impact is better. We create strategic, cross-channel content that turns heads and sticks in people's minds, tailored to your target audience.

Social Media

Campaign and editorial planning, content creation, editing of text, video and images, management of target groups and media planning, and community management and monitoring (social listening tools not included).

from 3.500

Visual Content Production

Press Photo

from 1.500

Infographic

from 2.000

Videoclip online

from 4.500

Textual Content Production

Press Release Consumer

from 500

Press Release Corporate/B2B

from 500

Newsletter

from 1.500

SCHRÖDER



SCHÖMBS PR

Prices 2025

Event and Live Communication

We design events that bring joy to influencers' feeds and make an impact among editorial teams.
For strong, brand impressions that last.

Press conferences, launch events, panel discussions, or streaming parties, including concept development, 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're happy to provide you with a personalised quote covering everything from strategic development to implementation and performance review.

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).