

The PR–Journalist *Ratio* in Europe

A country-by-country analysis of the shifting balance between PR professionals and journalists, 2015–2025.



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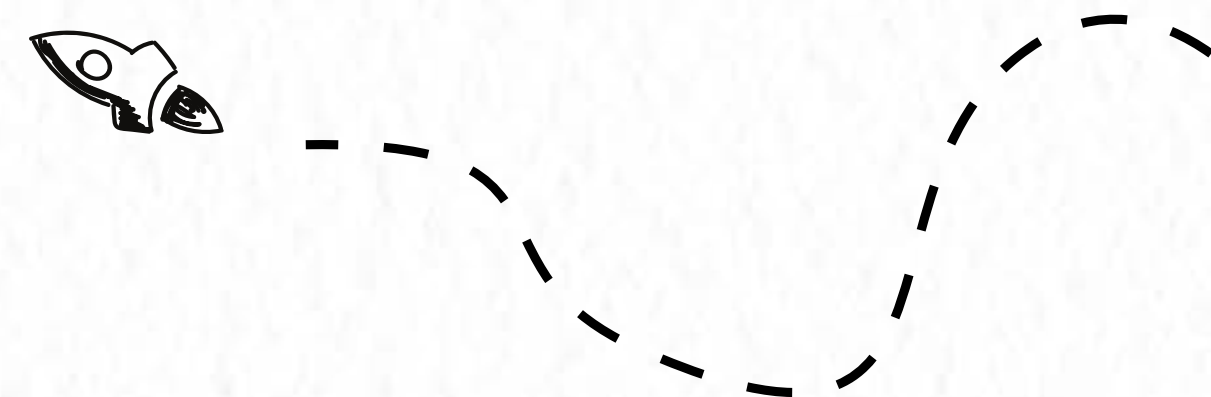
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1.16

PR professionals outnumber journalists in Europe *for the first time.*

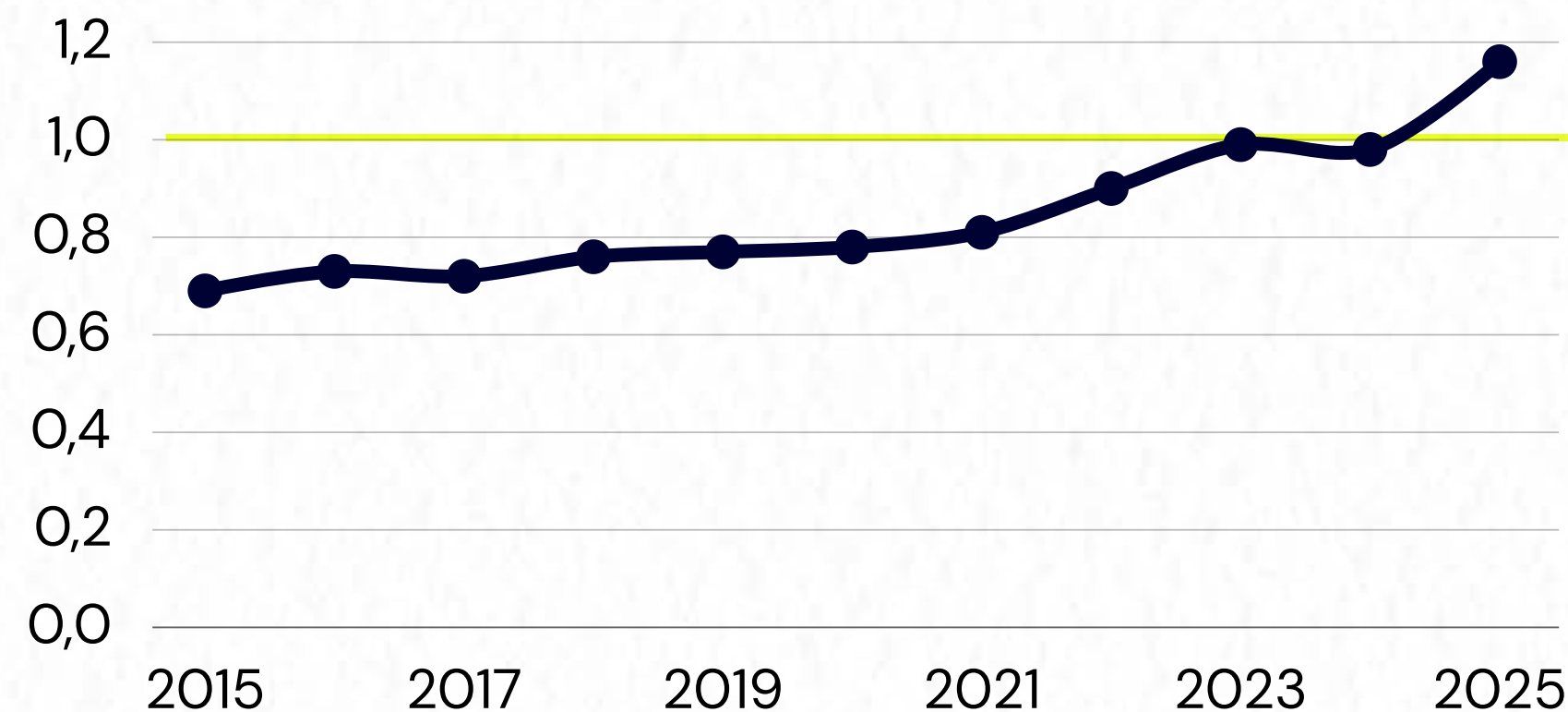
Across multiple European countries, the combined PR-to-journalist ratio reached 1.16 in 2025, up from 0.78 in 2020. PR workforces grew from roughly 300.737 to over 540,000 in five years; journalist headcount drifted in a narrow band around 386.000–467,000.

Ratio journalists vs PR managers (2015–2025)



Takeaways

- 01. PR has expanded across Europe**
Workforce up roughly +80% in five years, with double-digit growth in nearly every measured market.
- 02. Journalism is growing**
Aggregate journalist headcount grew from ~385k to ~467k (+21%)

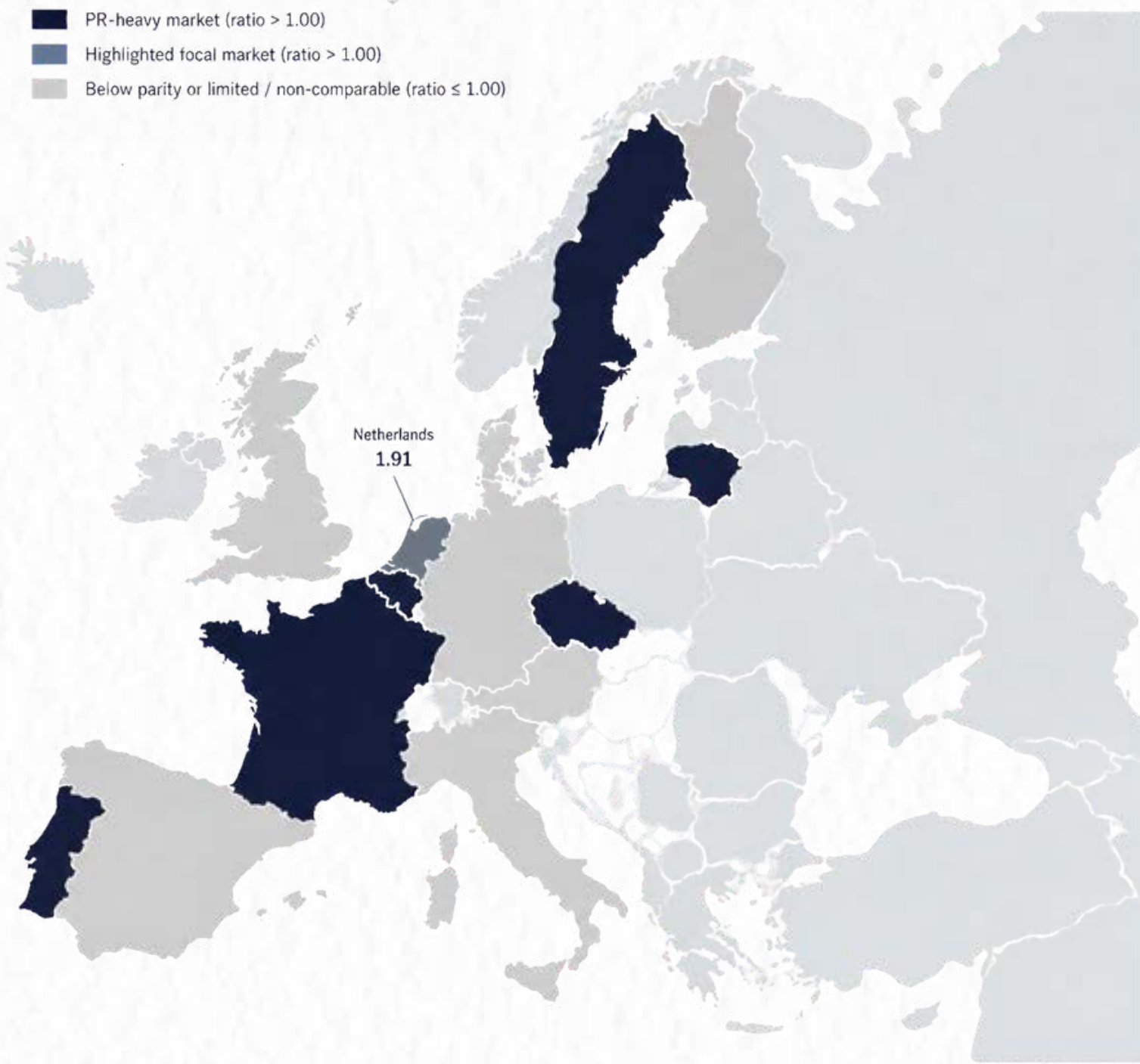
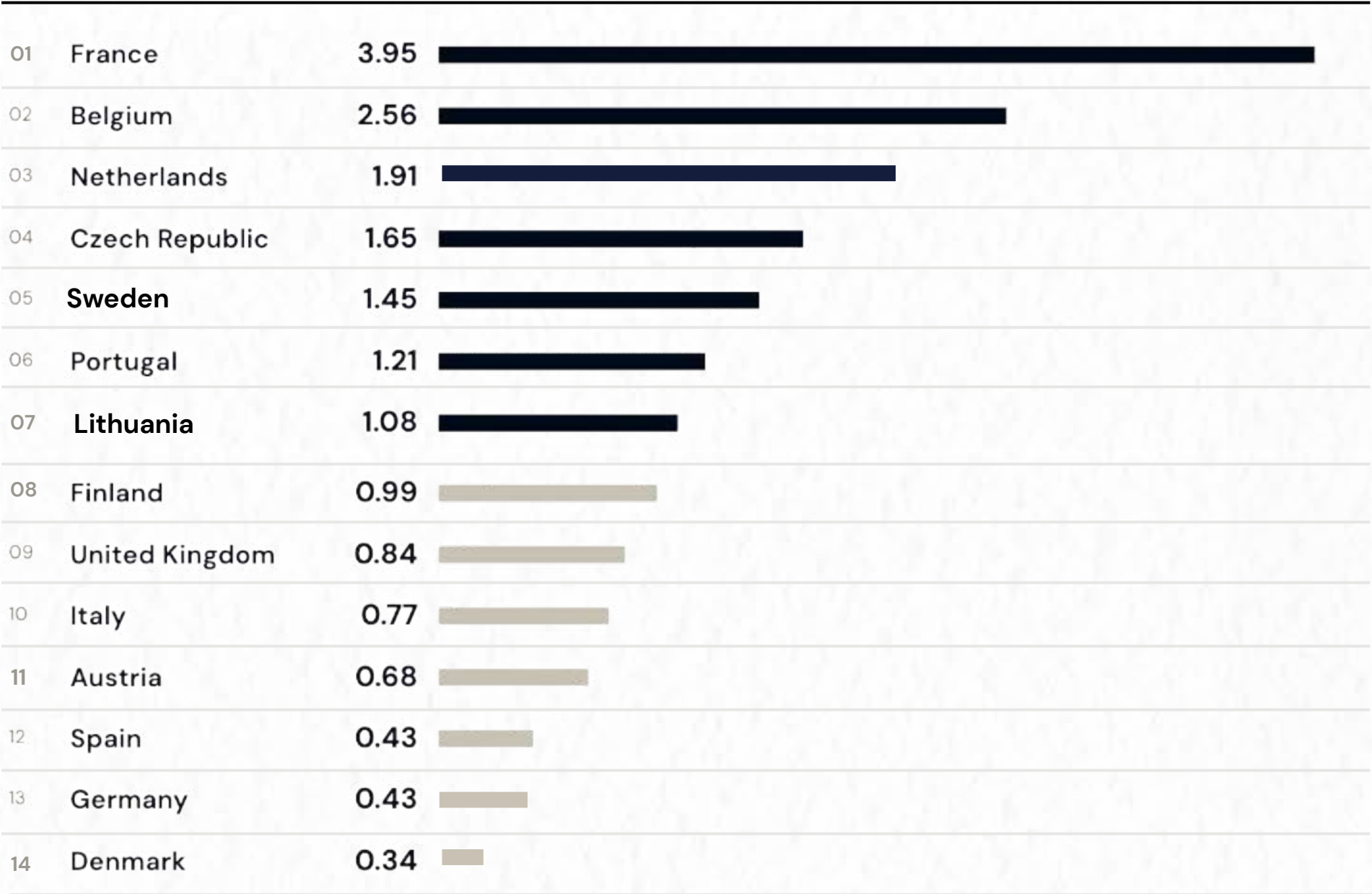


The media landscape is becoming *more crowded* from the PR side, while journalistic capacity *remains the same.*

For ten years, the European communications sector has seen growth in the public relations professionals. In the same period, the size and capacity of newsrooms have remained largely unchanged or even downsized. This report quantifies that gap and examines its implications for each market.

Where Europe sits on the PR–journalist ratio.

A ratio above 1.00 means more PR professionals than journalists. The horizontal bar shows scale; the highlighted band marks the parity threshold.



The balance has tipped in Europe.

From 2020 to 2025, PR workforces across the measured markets rose from approx. **388k** to over **540k**: a +80% climb. Journalist headcount stayed broadly flat between 416k and 467k. The two lines crossed in 2025.

Journalists 2020 – 2025

386.000→467.000

PR-managers 2020 – 2025

301.000→541.000

Year	Journalists	PR	Ratio
2015	308.797	212.840	0,69
2016	307.557	223.360	0,73
2017	355.760	254.254	0,72
2018	356.109	270.129	0,76
2019	382.970	295.992	0,77
2020	385.372	300.737	0,78
2021	470.727	381.718	0,81
2022	457.777	411.828	0,90
2023	457.345	452.807	0,99
2024	477.228	465.528	0,98
2025	467.171	540.725	1,16

France is Europe's *PR* outlier

France records the steepest ratio in the dataset by a wide margin. The PR workforce expanded from 60.706 in 2015 to 239,661 in 2025, while journalist headcount stayed range-bound. The result is a ratio of 3.95: nearly four PR professionals for every working journalist.

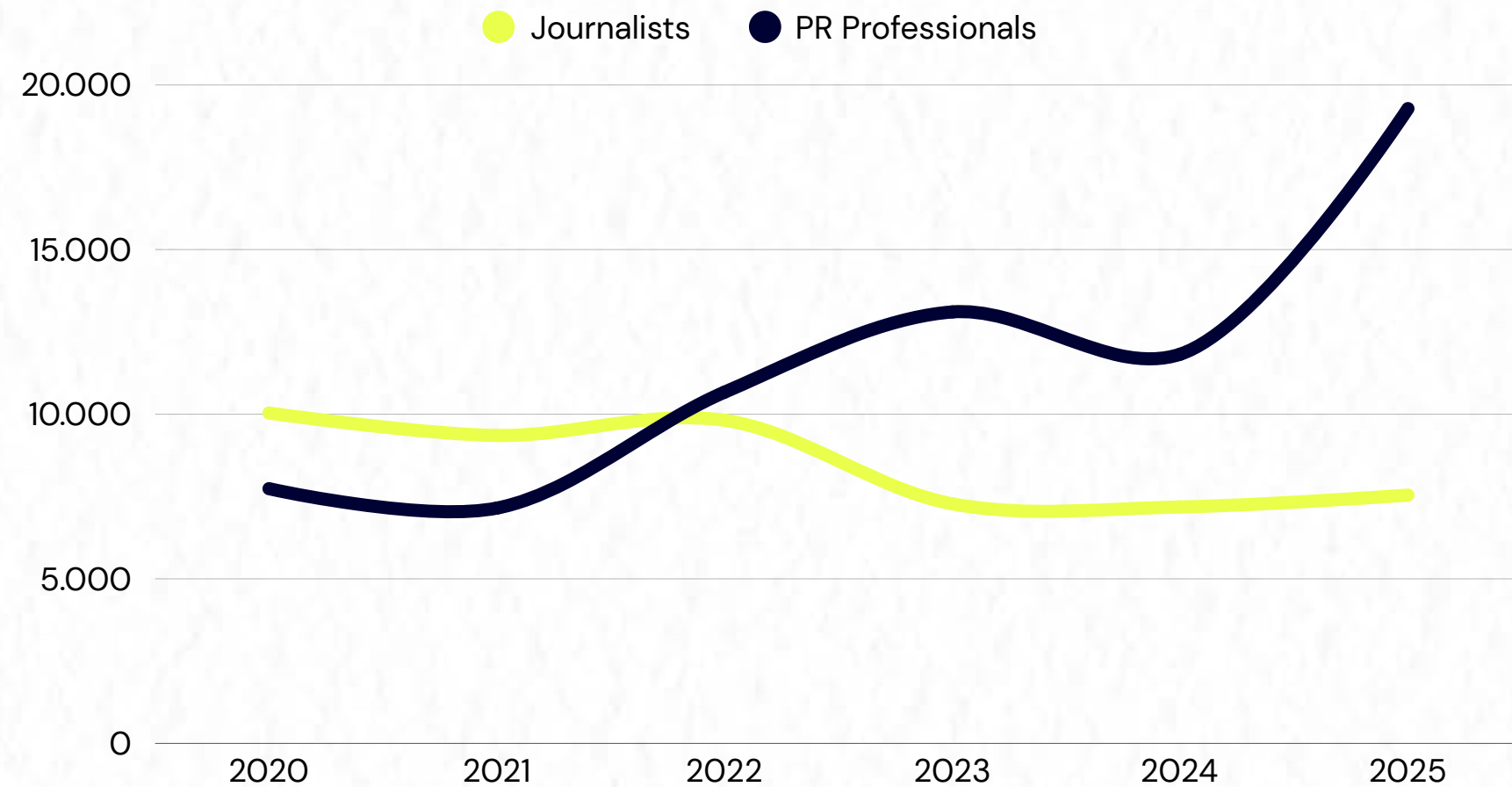
3.95

60.706 journalists // 239.661 PR professionals // 3.95 Ratio



Belgium's *PR* outlier

In a single year, Belgium's PR-to-journalist ratio jumped from **1.65 to 2.56**. The PR workforce expanded by an estimated **+63% in 12 months**—the sharpest one-year movement in the dataset. Bruxelles' role as Europe's institutional capital is part of the story: public affairs, lobbying and EU-facing comms register inside ISCO 2432 alongside corporate PR. The pressure on earned media is real and immediate.

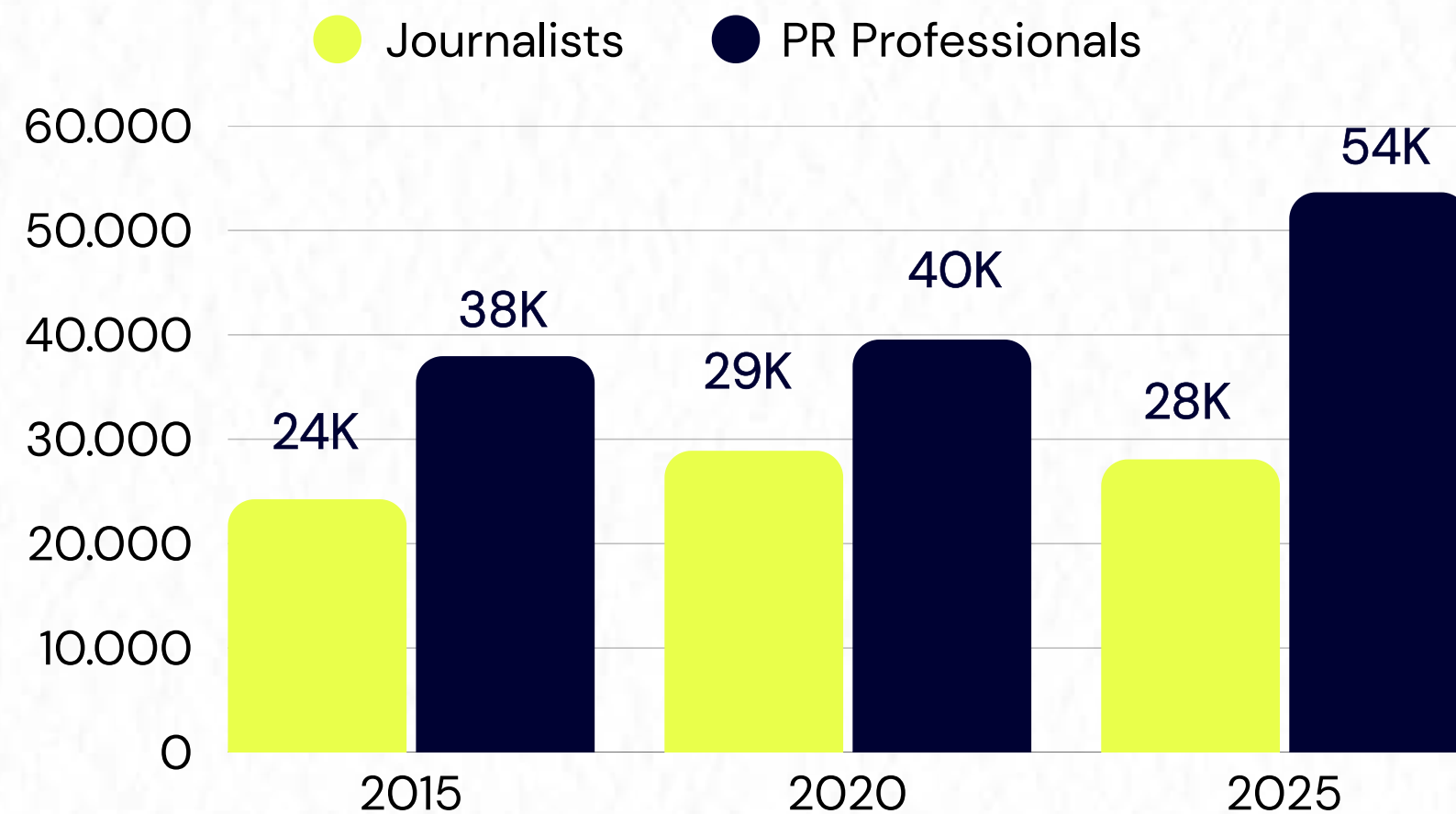


7.543 journalists // **19.281** PR professionals // **2.56** Ratio



The Netherlands remains structurally *PR-heavy*

The Dutch market crossed parity early and never came back. The 2025 ratio is **1.91 — down from 2.14** in 2024, but still nearly twice as many PR professionals as journalists. The PR workforce continued to grow to 53,651, while journalist numbers held around 28,000. For Dutch breakthrough companies, that is the home-field advantage: a developed PR ecosystem, but a tighter newsroom market. Domestic launches travel only when paired with international amplification.



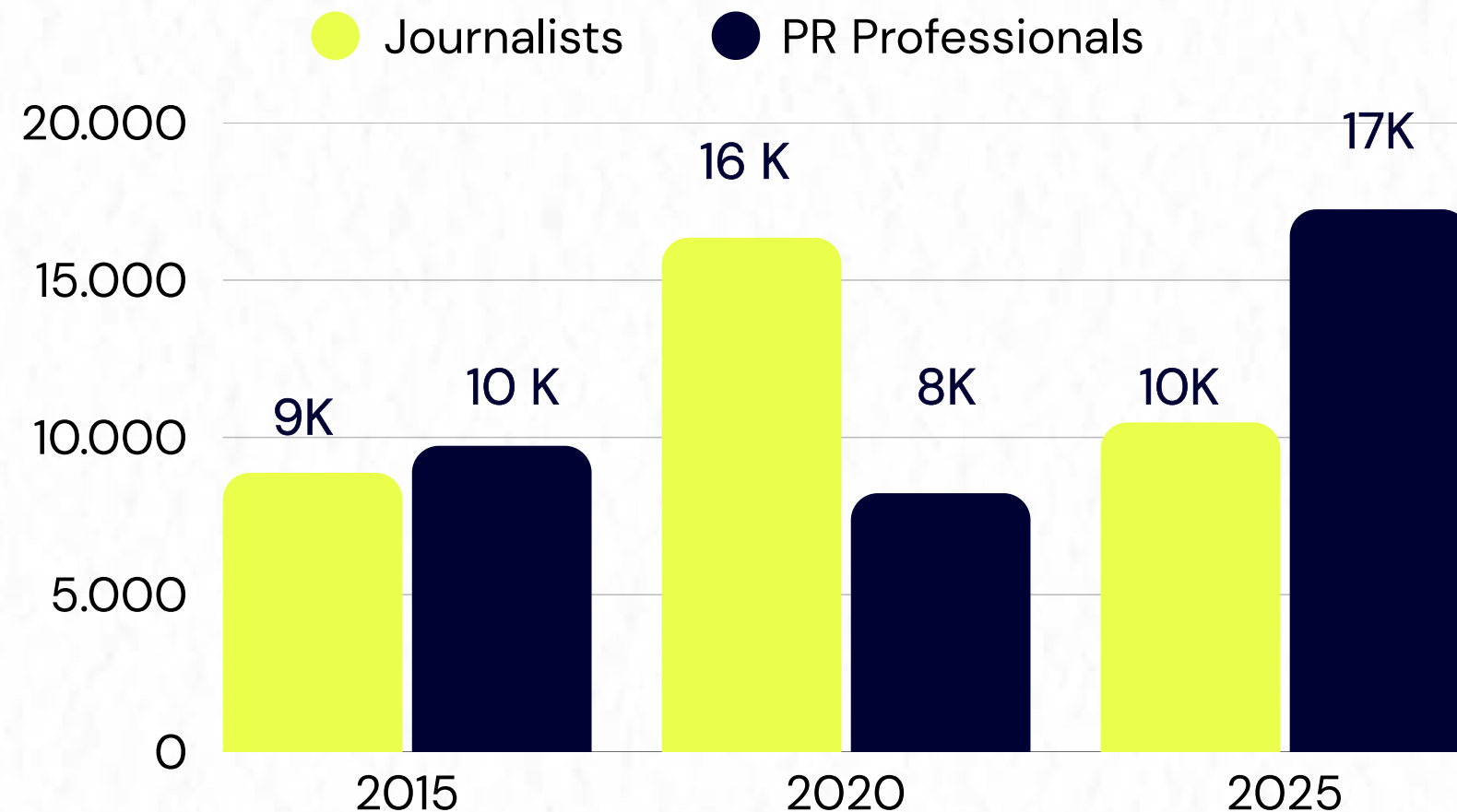
28.070 journalists // **53.651** PR professionals // **1.91** Ratio



Czech Republic: a *quiet* Central-European Leader

The Czech Republic market crossed parity well before most of CEE and has held its lead. The 2025 ratio is 1.65, fourth highest in the dataset and the strongest PR build-up in Central Europe.

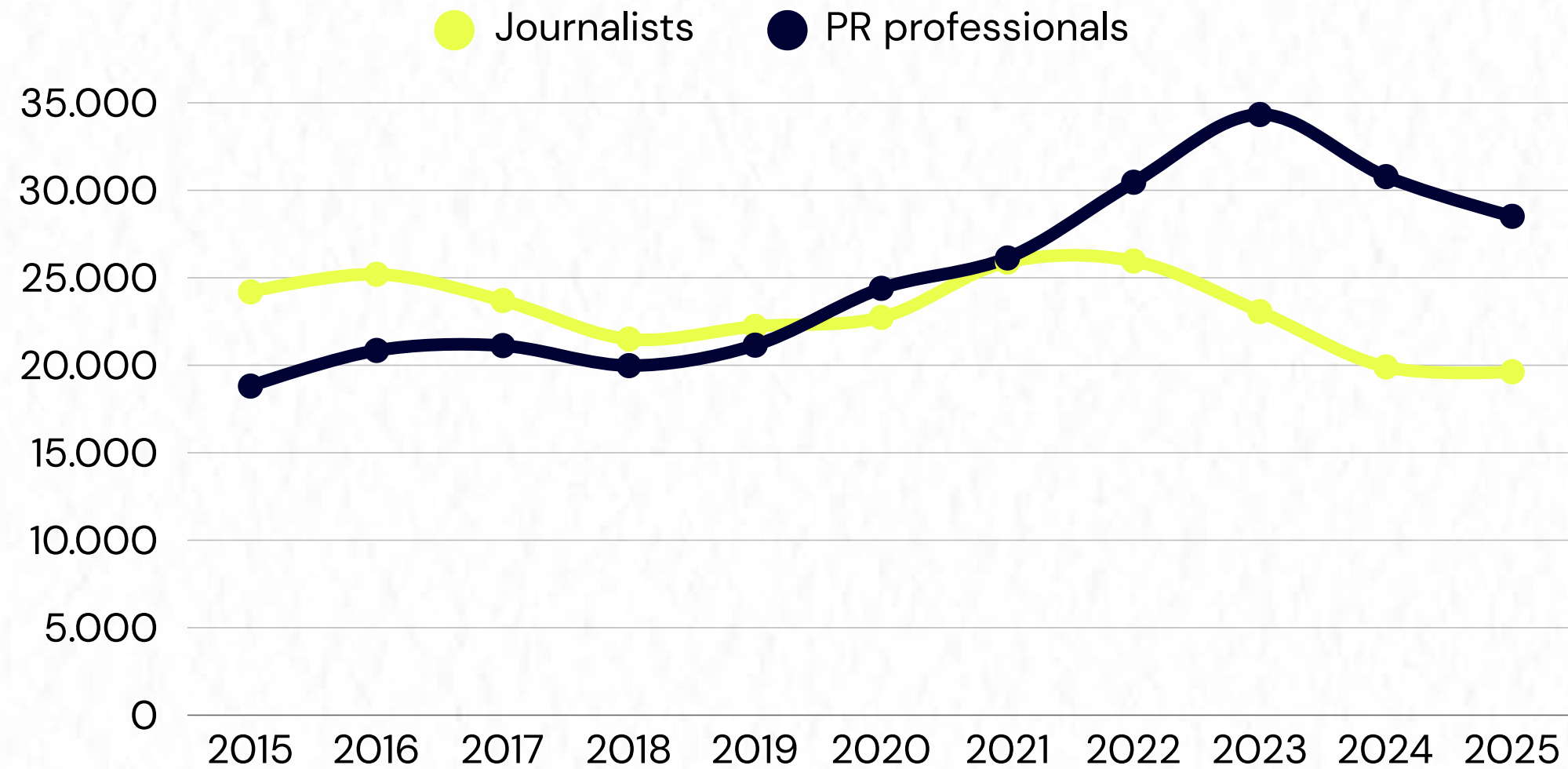
A young agency scene, strong tech and energy verticals, and a comparatively small national newsroom all push the ratio upward without dramatic single-year jumps.



10.475 journalists // 17.250 PR professionals // 1.65 Ratio

Sweden crossed parity, and stayed there

Sweden is the cleanest example of structural transition. Parity arrived in 2020; the ratio has stayed above 1.0 every year since. The 2025 number is 1.45. The ratio stays high for an unusual reason: both professions are contracting, but the newsroom is shrinking faster than the PR sector. It is the model the rest of Northern Europe is converging on: PR-heavy without being PR-extreme, and a media culture that still prizes investigative depth.

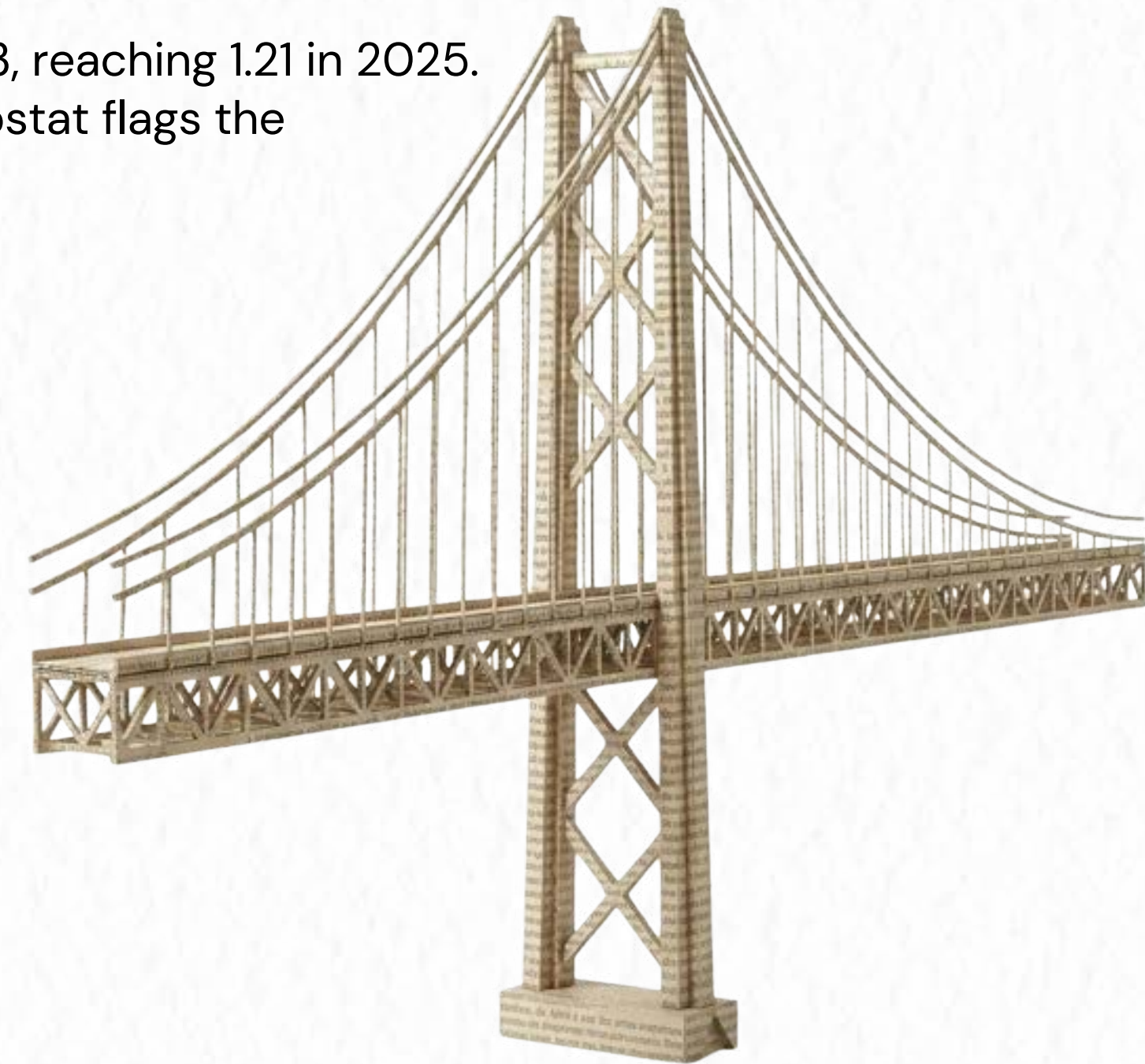
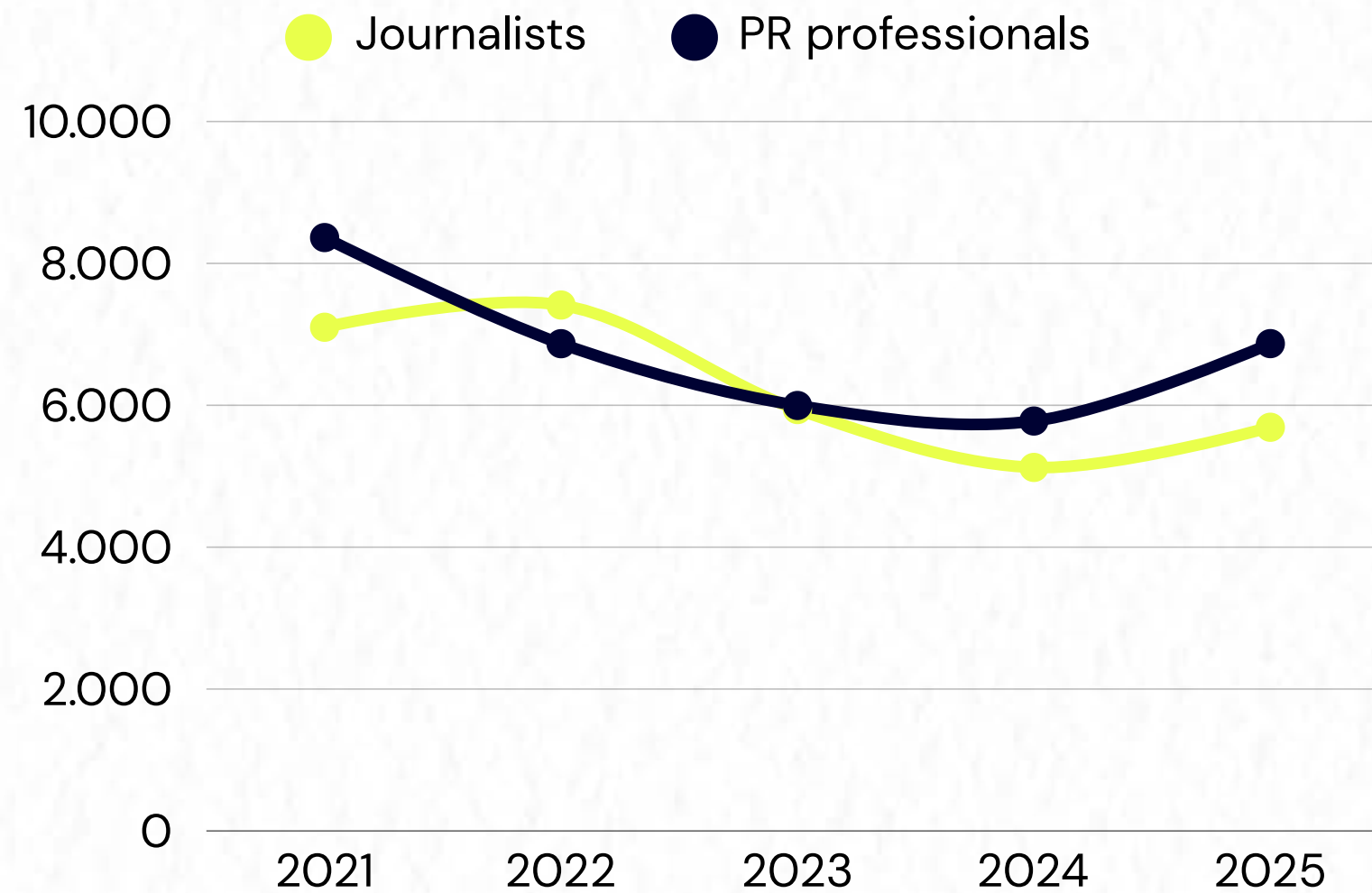


19.628 journalists // 28.512 PR professionals // 1.45 Ratio



Portugal has hovered around parity since 2021

Portugal crossed parity in 2021 and, after a dip, has stayed above 1.0 since 2023, reaching 1.21 in 2025. PR growth tracks Lisbon's startup boom; journalist headcount has held flat. Eurostat flags the Portuguese figures as unreliable, so read year-to-year moves with caution.

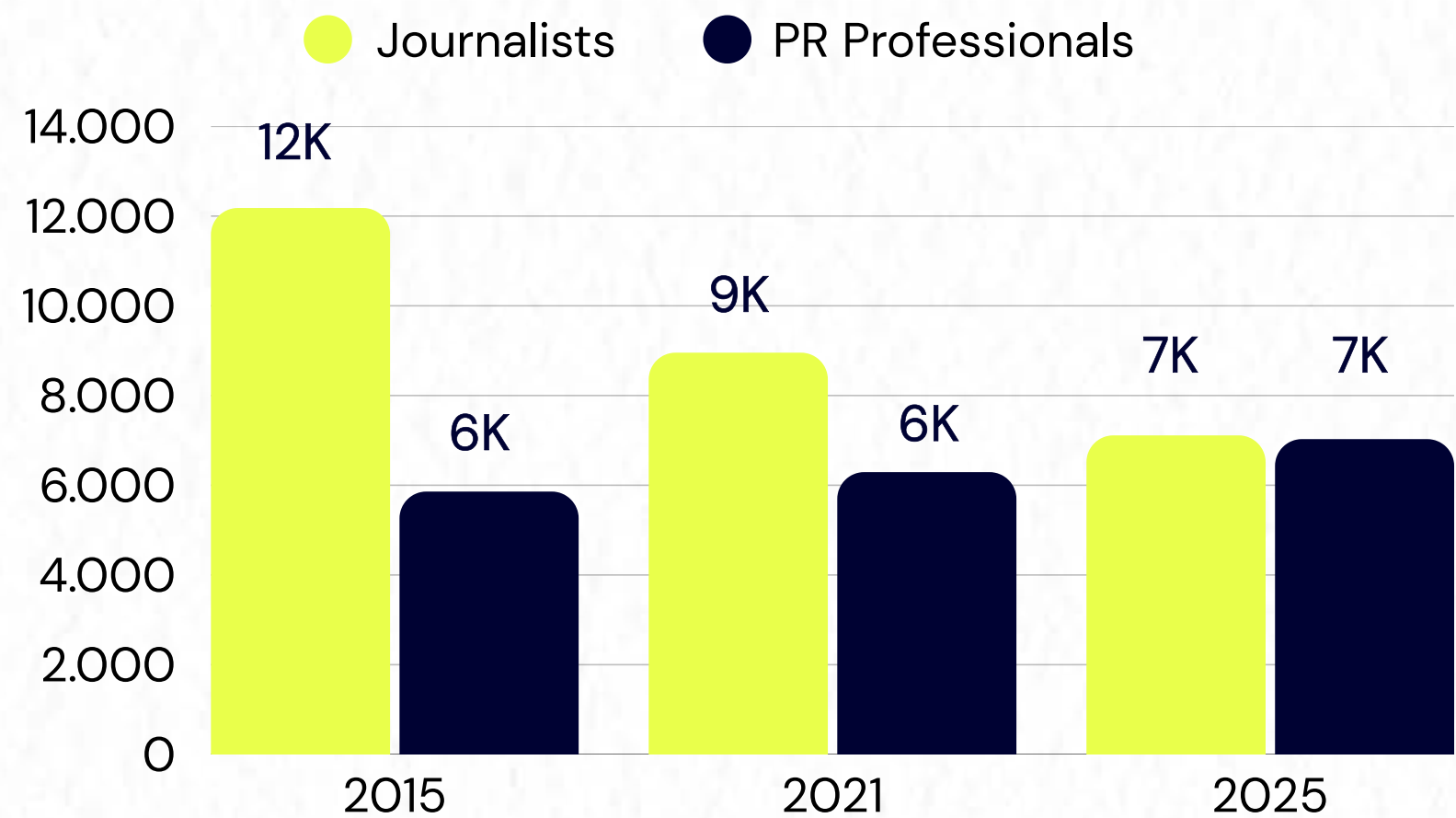


5.690 journalists // 6.869 PR professionals // 1.21 Ratio

Finland sits exactly on the line.

Finland's 2025 ratio is 0.99, statistically indistinguishable from parity. Public-service broadcasting and a dense local press keep newsroom headcount resilient; PR growth has been steady rather than explosive.

Of all measured markets, Finland is the most balanced and therefore the cleanest test of whether earned media access is a function of supply or of quality.

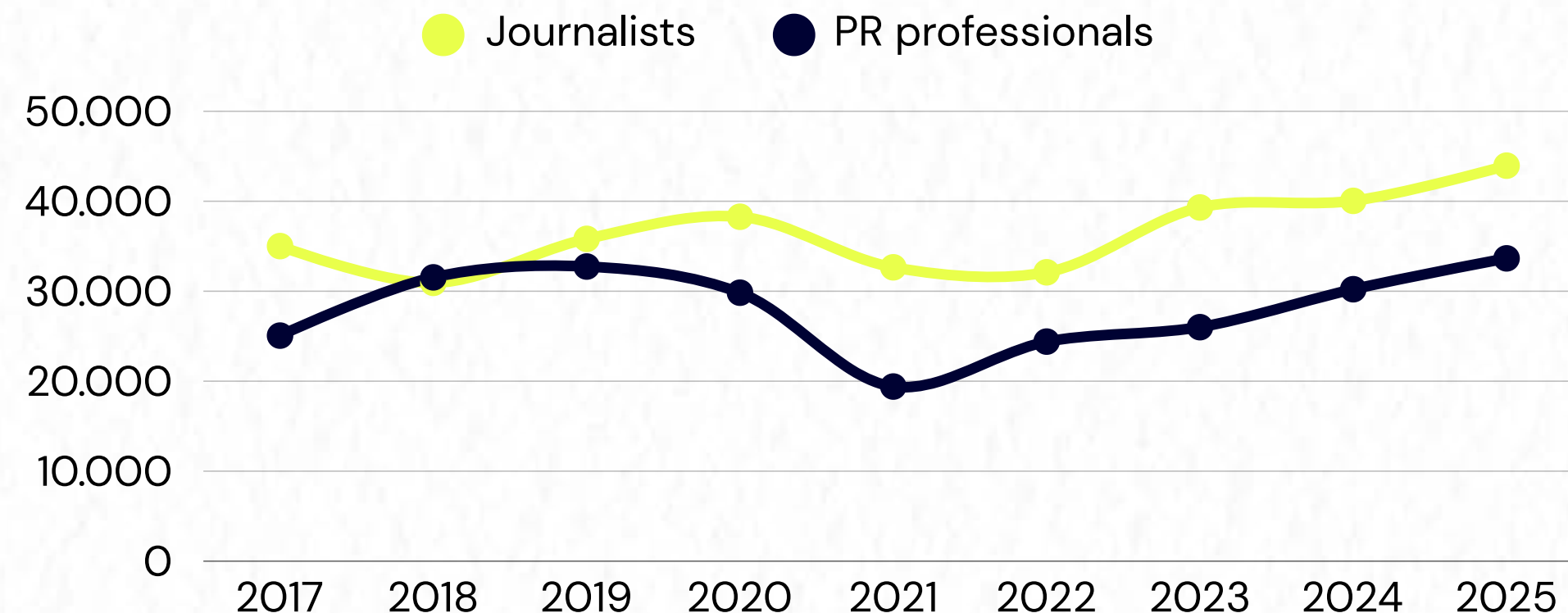


7.111 journalists // 7.028 PR professionals // 0.99 Ratio

Italy stays a newsroom country.

The Italian ratio is 0.77, broadly stable over the decade. Italy combines a comparatively large journalist workforce with a fragmented regional press earned media volume remains achievable.

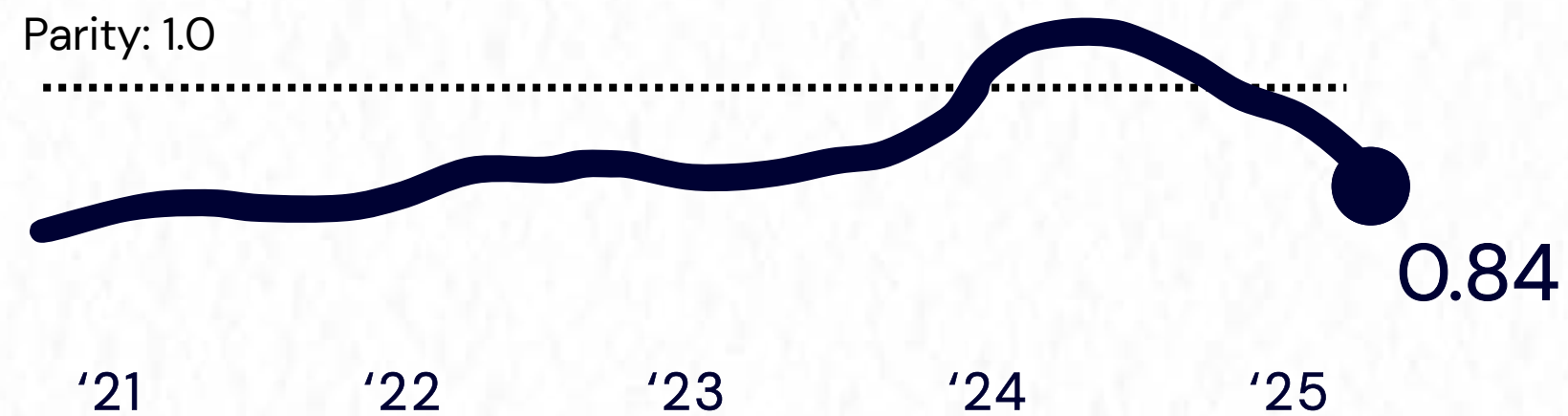
Where Italy looks ordinary on the ratio, it is unusual in structure: trade unions, professional registers (Ordine dei Giornalisti) and a public broadcaster of scale all sustain demand for inputs.



43.955 journalists // 33.652 PR professionals // 0.77 Ratio

The UK oscillates around parity

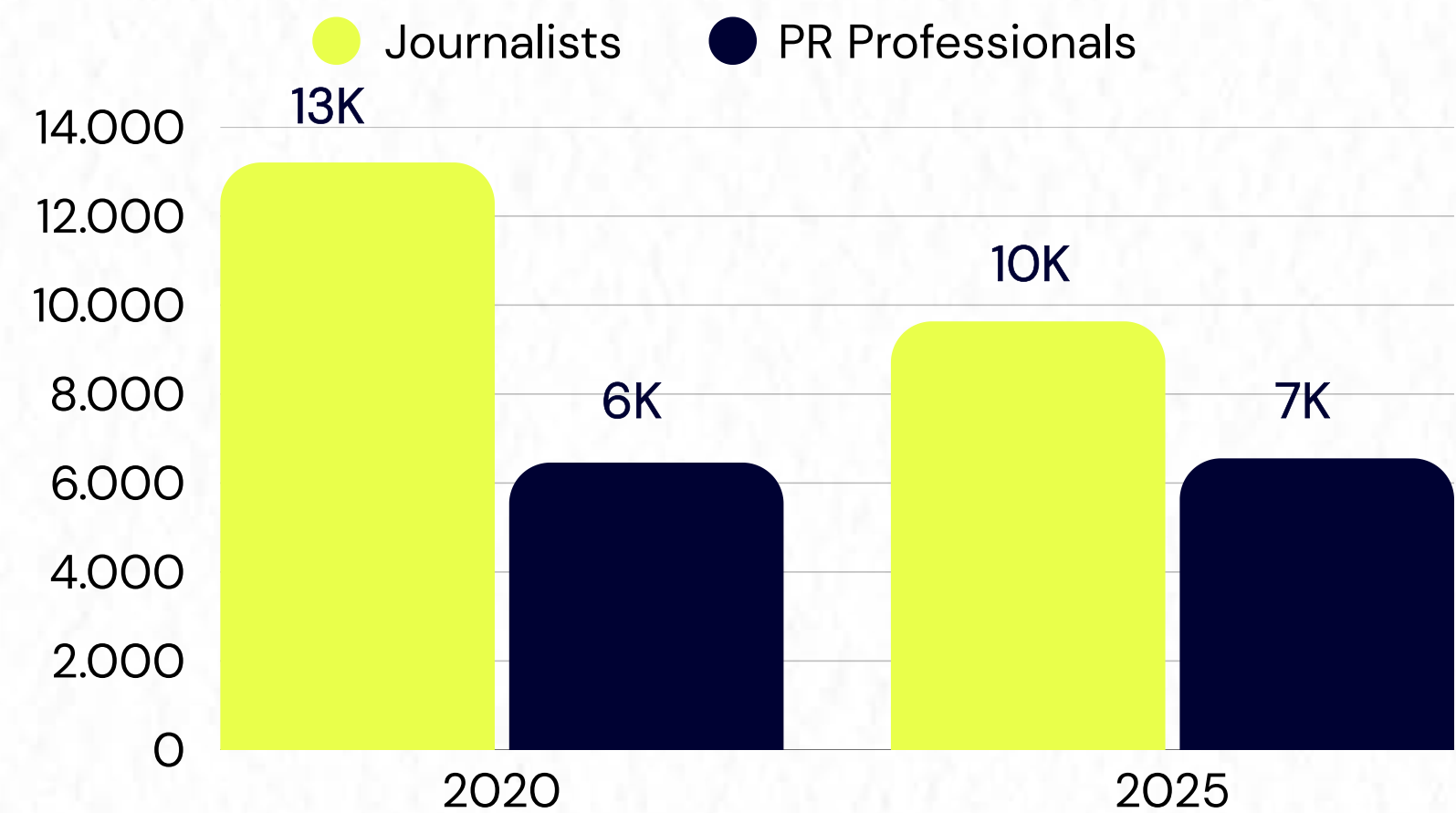
The UK refuses to settle. The ratio dropped from 1.07 in 2024 to 0.84 in 2025 — within methodological noise of parity, but moving in the opposite direction to the rest of the dataset.



94.000 journalists // 79.000 PR professionals // 0.84 Ratio

Austria mirrors the German pattern.

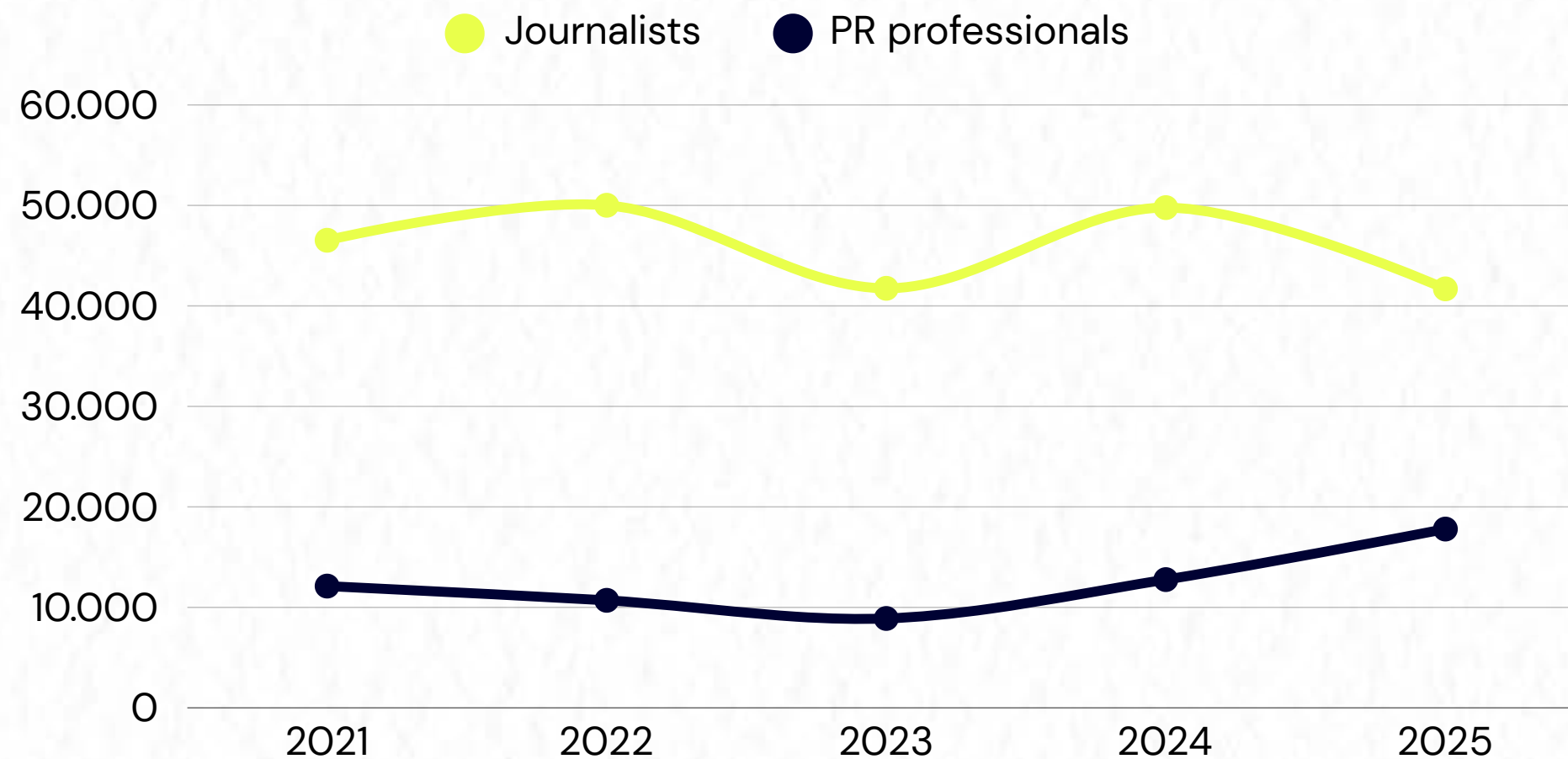
Austria's ratio of 0.68 places it firmly in the DACH journalism pattern: a deep newsroom relative to PR supply, with a slow upward drift in PR headcount. The Vienna press corps remains tightly networked. ORF, regional dailies and trade titles still set the agenda and inbound pitches that do not respect that hierarchy struggle to land.



9.633 journalists // 6.554 PR professionals // 0.68 Ratio

Spain stays journalism-led.

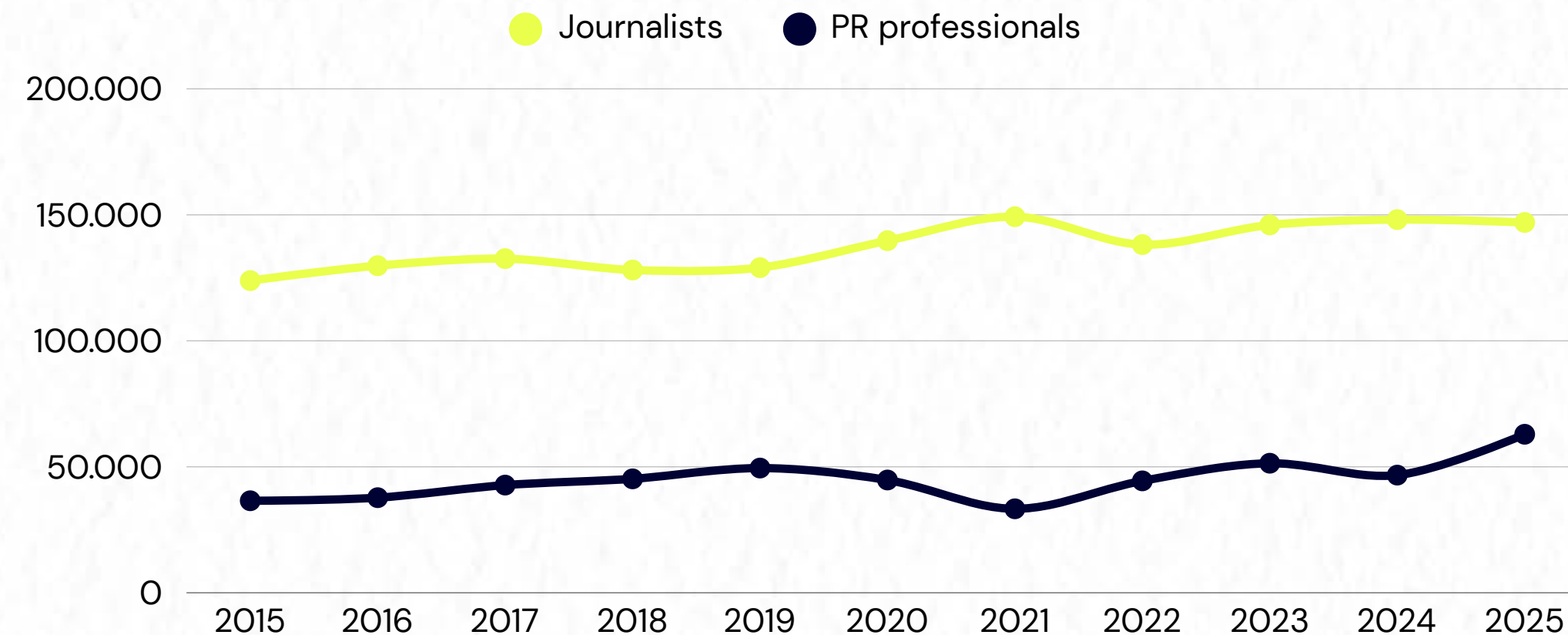
Spain's ratio is 0.43; identical to Germany. A large, regionally diverse journalist workforce sits alongside a comparatively modest PR sector. Madrid and Barcelona dominate, but Bilbao, Valencia and Seville matter. PR growth has been real but slow. Spain is the lowest-ratio market in Southern Europe.



41.697 journalists // 17.792 PR professionals // 0.43 Ratio

Germany remains the *journalism outlier*

Germany is the largest counter-trend in Europe. The 2025 ratio is 0.43, meaning more than two journalists per PR professional. 146,000+ journalists work alongside roughly 62,913 PR professionals. The DACH newsroom remains comparatively deep. That depth is also fragmentation: regional dailies, public broadcasters and trade press still command substantial reach. Journalist time is the constraint, not journalist supply.

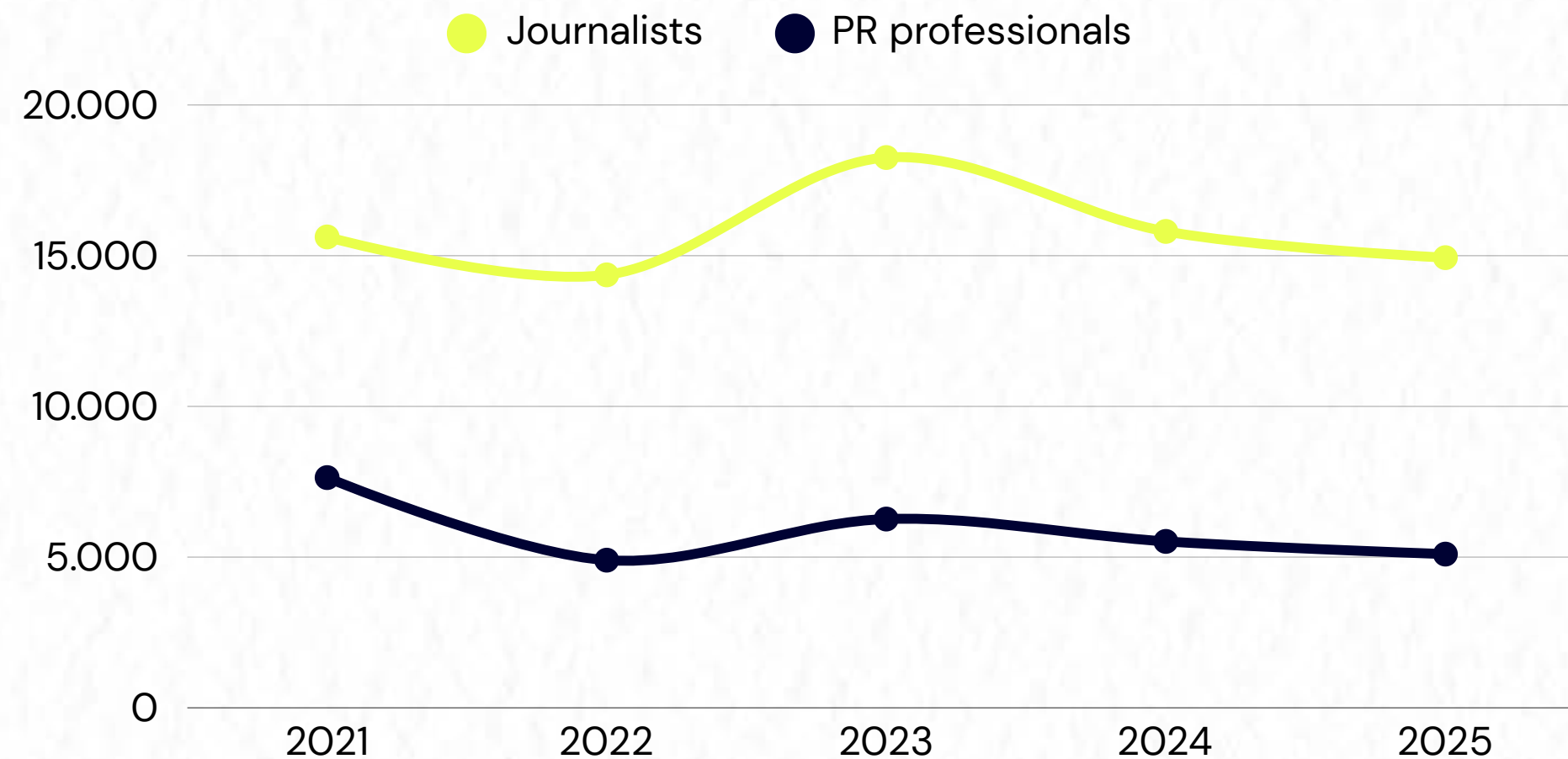


146.968 journalists // 62.913 PR professionals // 0.43 Ratio

Denmark is Europe's newsroom-first market.

Denmark records the lowest PR-to-journalist ratio in the dataset, at 0.34. Roughly three journalists work for every PR professional, the inverse of the French picture.

Strong public-service broadcasting, professional union structures and a culture of editorial independence keep newsroom headcount unusually robust per capita.



14.934 journalists // 5.100 PR professionals // 0.34 Ratio

PR Professionals per 100.000 inhabitants (2025)

Country	PR
France	349,4
The Netherlands	297,8
Sweden	269,0
Belgium	162,0
Czech Republic	158,3
Finland	124,8
UK	117,6

PR Professionals per 100.000 inhabitants (2025)

Country	PR
Denmark	85,0
Germany	75,3
Austria	71,3
Lithuania	65,9
Portugal	64,1
Italy	57,1
Spain	36,2

Methodology & sources

All figures are drawn from the Eurostat Labour Force Survey (LFS), using annual averages of quarterly data requested directly from Eurostat Media Support (dataset R25737, April 2026). Journalists are measured via ISCO-08 occupation code 2642 — a category that includes editors, critics and photojournalists alongside reporters, and is based on self-declaration of main occupation; PR professionals via code 2432. The figures are therefore most reliable as a measure of trend and cross-country comparison: absolute numbers may overstate the pure journalist population by an estimated 30–40% depending on how narrowly journalism is defined at national level.

EU country data

- Source: Eurostat Labour Force Survey (LFS), annual averages.
- Journalists: ISCO-08 occupation code 2642.
- PR professionals: ISCO-08 occupation code 2432.

Ratio = $n(2432) / n(2642)$

Years = 2015 — 2025 · scope = 14 markets

UK data

- Source: ONS Annual Population Survey using SOC2020 codes.
- UK figures are not directly comparable with Eurostat LFS / ISCO-08. Use the trendline, not absolute levels.

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A Country-by-Country Analysis of the Shifting Balance
Between PR Professionals and Journalists (2015–2025)

