



the progressive business group

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## **PR & MEDIA SERVICES**

### **Our pricing structure**

No hourly rates, just a one-off fixed fee per item - so you know exactly what you are getting and how much it's going to cost. You only pay for what you need. All our PR executives are senior journalists with more than 10 years experience each.

Below is a sample of our pricing structure:

#### **Press releases:**

300-400 words average - £195

#### **Full Press release and media liaison service:**

£375 – Interviewing, writing the press release, media list, distribution and a follow up with the journalists

#### **Brochure and Newsletter copywriting :**

Feature Articles : Case Histories : Web Site copy - or any other written requirement including speeches:

£195 for up to 500 words, £400 for 500-1200 words

#### **Web Site copy for a full site:**

£55 per page, average 100-200 words per page on a 10-15 page site

#### **Editing existing copy:**

£150 for up to 500 words: £250 for 500-1200 words

#### **Media contacts distribution list**

£75 for up to two media sectors/geographic locations

If you are considering PR within your business, you might find these factsheets useful. Please feel free to download them and if you have further questions please contact us for a free discussion.

- Do's and don'ts when dealing with journalists
- Checklist for Choosing a PR Agency or Consultant
- How to Attract Customers with Media Publicity