PR/Earned Media M&A Activity Tracker

Davis+Gilbert has extensive experience in, and involvement with, M&A transactions for the Public Relations and Marketing Communications sector. Each year brings exciting dynamics that influence the M&A activity of the industry. 2026 will be no different; in the charts below, one can see how the first six months of 2026 stack against the same time period in 2025 when looking at the buyer types, seller revenue range, region of the seller, seller specialties and client service offerings.

January - June 2026 | 44 Completed Deals

Buyer Type		
Independent	21	48%
Private Equity	15	34%
Public	8	18%
Total Number of Different Buyers	**36**	

Seller Revenue Range		
< $3M*	18	41%
$3M-6M	9	20%
$6M-10M	7	16%
$10M-25M	6	14%
> $25M	4	9%

Region of Seller		
North America	30	68%
Europe	13	30%
Asia	1	2%
Australia	–	–
South America	–	–
Middle East	–	–

January - June 2025 | 34 Completed Deals

Buyer Type		
Independent	18	52%
Private Equity	8	24%
Public	8	24%
Total Number of Different Buyers	**30**	

Seller Revenue Range		
< $3M	13	38%
$3M-6M	5	15%
$6M-10M	5	15%
$10M-25M	4	12%
> $25M	7	20%

Region of Seller		
North America	19	56%
Europe	10	29%
Asia	2	6%
Australia	1	3%
South America	1	3%
Middle East	1	3%

*All currencies are in U.S. dollars

January - June 2026 | 44 Completed Deals

Seller Specialties		
Consumer	4	9%
Corporate/Financial	5	12%
Digital/Social Media	3	7%
Healthcare/Life Sciences	4	9%
Integrated/Full Service	15	34%
Professional Services	–	–
Public Affairs	8	18%
Sports	1	2%
Technology	3	7%
Travel & Tourism	1	2%

January - June 2025 | 34 Completed Deals

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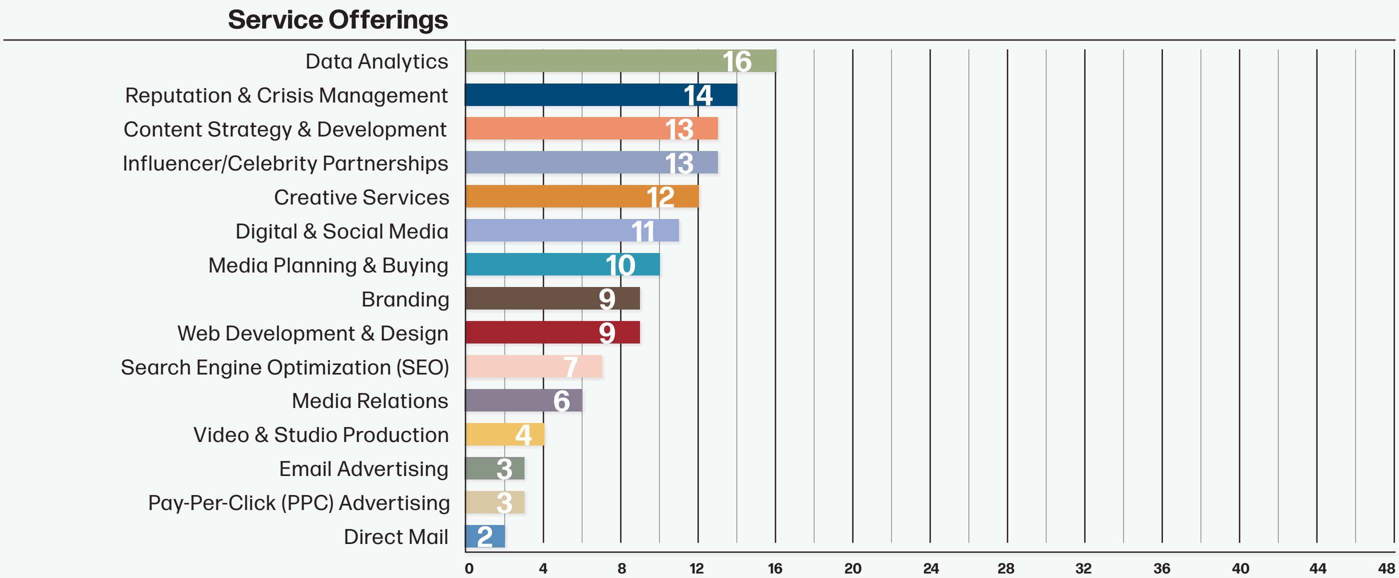
Seller Profile> Most in Demand Service Offerings

The number of sellers specializing in these services in January - June 2026.



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