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Leading Gainers Among Top Independent PR Firms

Updated March 2011

[listing] -- Listing for each firm in O'Dwyer's PR firms database

Leading gainers among the top 100 independent firms

PR units of holding cos. or ad agencies

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		2010		% Fee
		Net Fees	Empl.	Change from 2009
Firms in the Top 25 Overall				
1.	Atomic PR, San Francisco [listing]	\$11,112,250	75	+46.0
2.	WCG, San Francisco	37,008,000	179	+37.6
3.	Coyne PR, Parsippany, NJ [listing]	16,051,100	94	+32.0
4.	Zeno Group, New York [listing]	12,468,755	76	+24.0
5.	ICR, Norwalk, CT [listing]	26,514,621	87	+20.0
6.	Edelman, New York [listing]	521,969,675	3,635	+18.6
7.	French/West/Vaughan, Raleigh	13,597,663	74	+18.0
8.	Hunter PR, New York [listing]	12,005,679	72	+16.5
9.	Cooney/Waters Group, New York [listing]	14,088,673	47	+14.1
10.	APCO Worldwide, Wash., DC [listing]	113,400,000	566	+13.1
11.	Capstrat, Raleigh	11,800,000	88	+13.0
12.	Padilla Speer Bearsley, Minneapolis	17,074,827	110	+12.0
Firms Ranked 26 Through 50				
1.	Imre, Baltimore [listing]	7,698,000	66	+33.0
2.	Beckerman, Hackensack, NJ [listing]	6,131,666	49	+32.2
3.	Horn Group, San Francisco [listing]	7,500,000	45	+23.0
4.	SparkPR, San Francisco	8,861,171	31	+22.0
5.	The Jeffrey Group, Miami [listing]	6,522,876	88	+21.0
6.	Hager Sharp, Inc., Wash., DC [listing]	8,048,546	45	+21.0
7.	Davies, Santa Barbara, CA [listing]	8,359,275	28	+20.0
8.	Black Twig Communications, St. Louis	7,860,000	43	+14.0
9.	Pan Communications, Andover, MA	6,116,000	49	+13.0
10.	CJP, New York [listing]	10,077,944	46	+12.0
Firms Ranked 51 Through 100				
1.	Revive PR, Santa Barbara, CA [listing]	\$3,750,000	14	+334.0
2.	Morgan & Myers, Waukesha, WI [listing]	3,866,266	25	+68.0
3.	Affect Strategies, New York [listing]	2,572,299	11	+49.0
4.	Jarrard Phillips Cate & Hancock, TN [listing]	3,286,129	16	+39.0
5.	Linhart Public Relations, Denver	4,147,567	24	+38.0
6.	Lane PR, Portland, OR [listing]	3,867,096	24	+36.6
7.	Beehive PR, St. Paul, MN [listing]	2,587,310	16	+34.9
8.	Moore Consulting Group, Tallahassee [listing]	4,111,203	17	+32.0
9.	O'Malley Hansen Comms., Chicago [listing]	2,385,000	13	+23.8
10.	Bliss PR, New York [listing]	5,134,000	9	+22.0

11. Middleberg Communications, New York [[listing](#)] 3,300,000 18 +22.0


Firms Ranked 101 Through 133

1.	Borders + Gratehouse, San Francisco [listing]	\$1,793,864	10	+110.0
2.	Feintuch Communications, New York [listing]	827,427	4	+74.0
3.	Lavoie Group, Salem, MA [listing]	1,983,355	8	+70.7
4.	Red Sky PR, Boise, ID [listing]	975,022	11	+63.0
5.	TGI Healthworks, Upper Nyack, NY [listing]	1,238,120	5	+55.7
6.	Brandware Public Relations, Atlanta [listing]	2,284,864	11	+49.0
7.	Jones Public Affairs, Wash., DC [listing]	1,712,916	13	+46.7
8.	J Public Relations, San Diego [listing]	1,046,385	14	+45.5
9.	Open Channels, Ft. Worth [listing]	1,046,092	11	+41.5
10.	Cashman & Katz, Glastonbury, CT [listing]	1,645,000	20	+36.0
11.	BLAZE, Santa Monica [listing]	1,361,558	9	+31.0
12.	Target 10, NY [listing]	820,543	4	+30.7
13.	Trevelino/Keller Comms., Atlanta [listing]	1,989,152	12	+26.0
14.	Maccabee Group, Minneapolis [listing]	1,519,397	7	+22.5
15.	Guthrie/Mayes & Assocs., Louisville, KY [listing]	1,182,133	7	+21.9

The firms ranked above have satisfied the O'Dwyer ranking rules – supporting fee and employee totals with income tax and W-3 forms and providing a current account list.

[PDF Ranking Instructions](#)

[Complete list of firms, both ranked and un-ranked, that you can research on odwyerpr.com](#)

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