

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. 2024 will be no different; in the charts below, one can see how January - December in 2024, stacks against the same time period in 2023 when looking at the buyer types, seller revenue range, region of the seller, seller specialties and client service offerings.

January - December 2024 | 99 Completed Deals

Buyer Type		
Independent	46	47%
Private Equity	34	35%
Public	19	18%
Total Number of Different Buyers		79

Seller Revenue Range		
< \$3M*	35	36%
\$3M-6M	25	26%
\$6M-10M	11	11%
\$10M-25M	16	16%
> \$25M	12	11%

Region of Seller		
North America	54	55%
Europe	36	37%
Asia	2	2%
Australia	—	—
South America	2	2%
Middle East	5	4%

January - December 2023 | 91 Completed Deals

Buyer Type		
Independent	34	37%
Private Equity	45	50%
Public	12	13%
Total Number of Different Buyers		73

Seller Revenue Range		
< \$3M	35	38%
\$3M-6M	16	18%
\$6M-10M	17	19%
\$10M-25M	14	15%
> \$25M	9	10%

Region of Seller		
North America	43	47%
Europe	39	43%
Asia	5	6%
Australia	3	3%
South America	1	1%
Middle East	—	—

January - December 2024 | 99 Completed

Industry Focus of Seller		
Consumer	7	7%
Corporate/Financial	10	10%
Digital/Social Media	4	4%
Healthcare/Life Sciences	16	16%
Integrated/Full Service	30	30%
Public Affairs	10	10%
Technology	12	13%
Travel & Tourism	1	1%
Other	9	9%

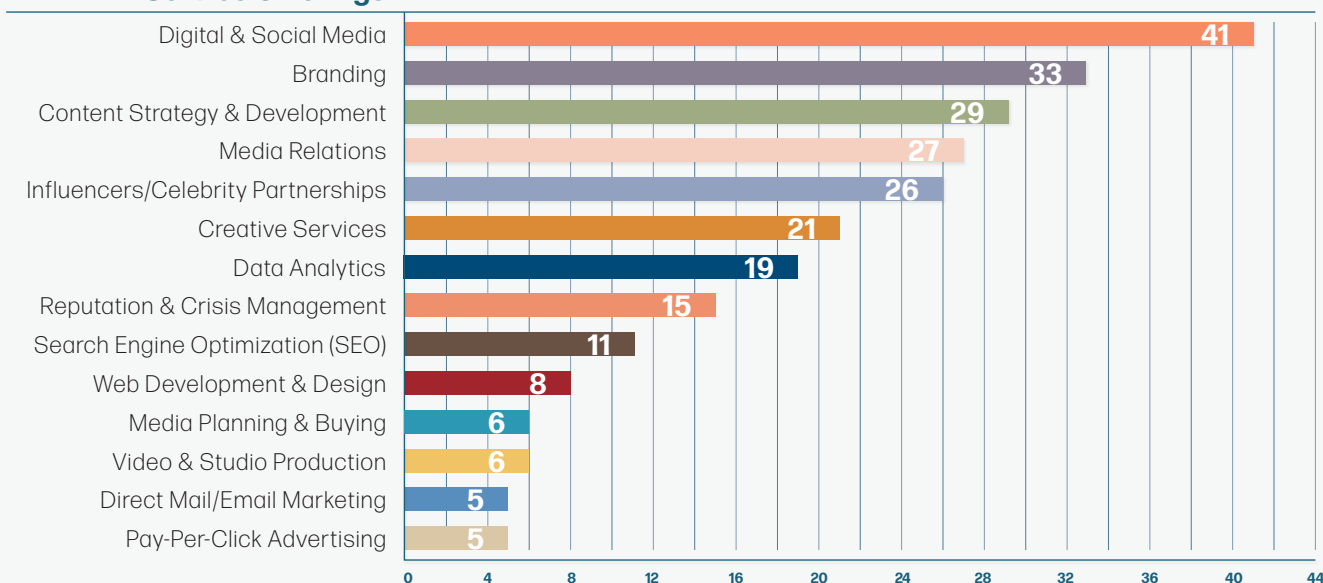
January - December 2023 | 91 Completed

Industry Focus of Seller		
Consumer	4	4%
Corporate/Financial	10	11%
Digital/Social Media	12	13%
Healthcare/Life Sciences	12	13%
Integrated/Full Service	18	20%
Public Affairs	16	18%
Technology	11	12%
Travel & Tourism	6	7%
Other	2	2%

Seller Profile> Most in Demand Service Offerings

The number of sellers specializing in these services from January - December 2024.

Service Offerings



For More Information



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