

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 two 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 - February 2026 | 16 Completed Deals

Buyer Type		
Independent	9	56.25%
Private Equity	5	31.25%
Public	2	12.50%
Total Number of Different Buyers	16	

Seller Revenue Range		
< \$3M*	6	37.50%
\$3M-6M	3	18.75%
\$6M-10M	5	31.25%
\$10M-25M	2	12.50%
> \$25M	—	—

Region of Seller		
North America	10	62.50%
Europe	6	37.50%
Asia	—	—
Australia	—	—
South America	—	—
Middle East	—	—

January - February 2025 | 16 Completed Deals

Buyer Type		
Independent	9	56.25%
Private Equity	2	12.50%
Public	5	31.25%
Total Number of Different Buyers	15	

Seller Revenue Range		
< \$3M	7	43.75%
\$3M-6M	1	6.25%
\$6M-10M	4	25.00%
\$10M-25M	2	12.50%
> \$25M	2	12.50%

Region of Seller		
North America	7	43.75%
Europe	6	37.50%
Asia	1	6.25%
Australia	1	6.25%
South America	1	6.25%
Middle East	—	—

January - February 2026 | 16 Completed Deals

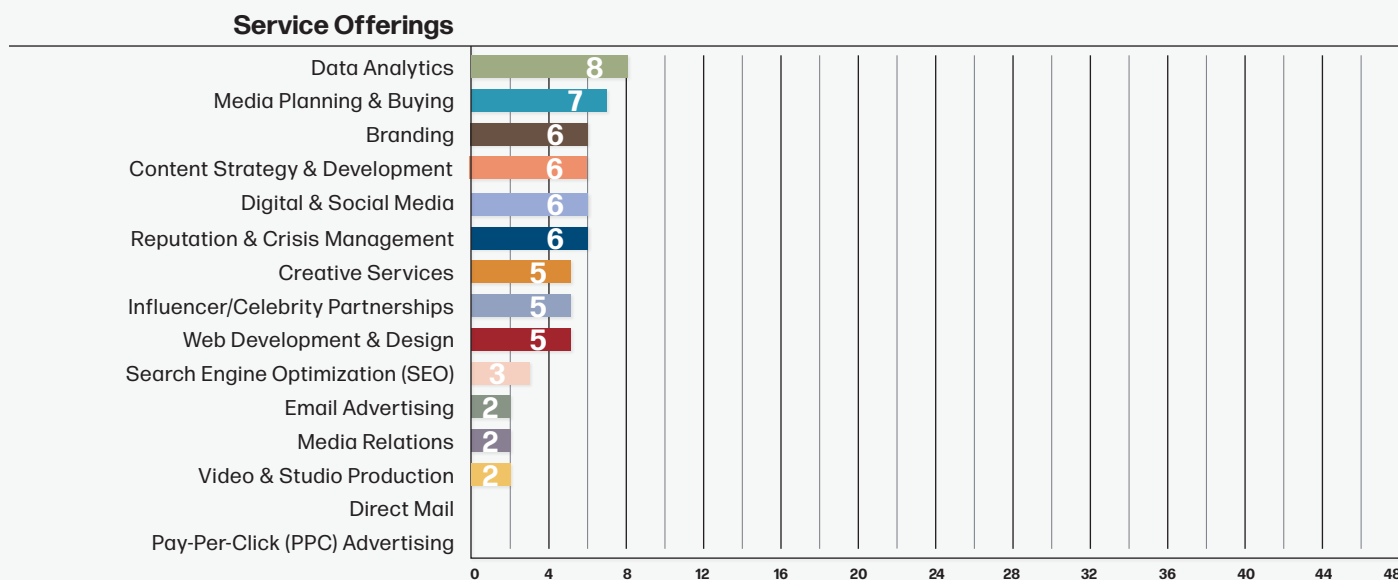
Seller Specialties		
Consumer	3	18.75%
Corporate/Financial	1	6.25%
Digital/Social Media	1	6.25%
Healthcare/Life Sciences	1	6.25%
Integrated/Full Service	5	31.25%
Professional Services	—	—
Public Affairs	3	18.75%
Sports	—	—
Technology	2	12.50%
Travel & Tourism	—	—

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Seller Specialties		
Consumer	1	6.25%
Corporate/Financial	2	12.50%
Digital/Social Media	1	6.25%
Healthcare/Life Sciences	1	6.25%
Integrated/Full Service	4	25.00%
Professional Services	1	6.25%
Public Affairs	4	25.00%
Sports	1	6.25%
Technology	—	—
Travel & Tourism	1	6.25%

Seller Profile > Most in Demand Service Offerings

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



For More Information



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