

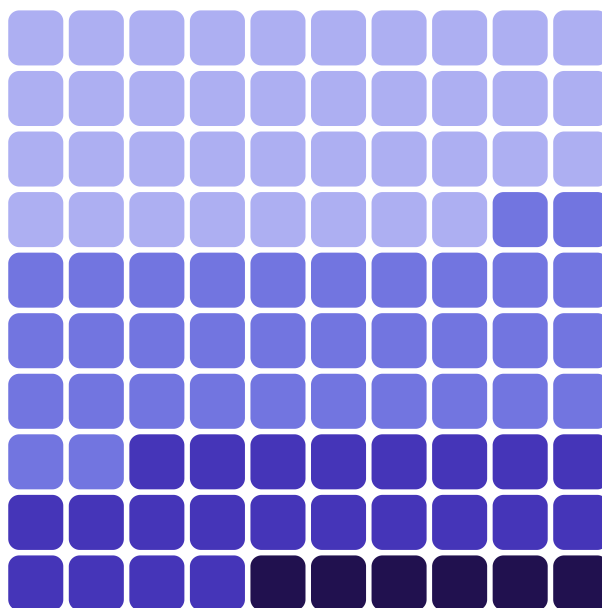
Pricing data report, October 2026

Content Marketing Agency Pricing 2026

Minimum project sizes of 891 content marketing agencies, by country, region and team size

According to Edvido's analysis of 891 content marketing agencies (October 2026), the median minimum project size is \$5,000: 38.3% of firms that publish a minimum start at \$1,000 or less, and 28% ask for \$10,000 or more.

Firms analysed	Median minimum
891	\$5,000
665 publish a minimum	per project
\$1,000 or less	\$10,000 or more
38.3%	28%
of firms with a minimum	5.9% at \$25,000+



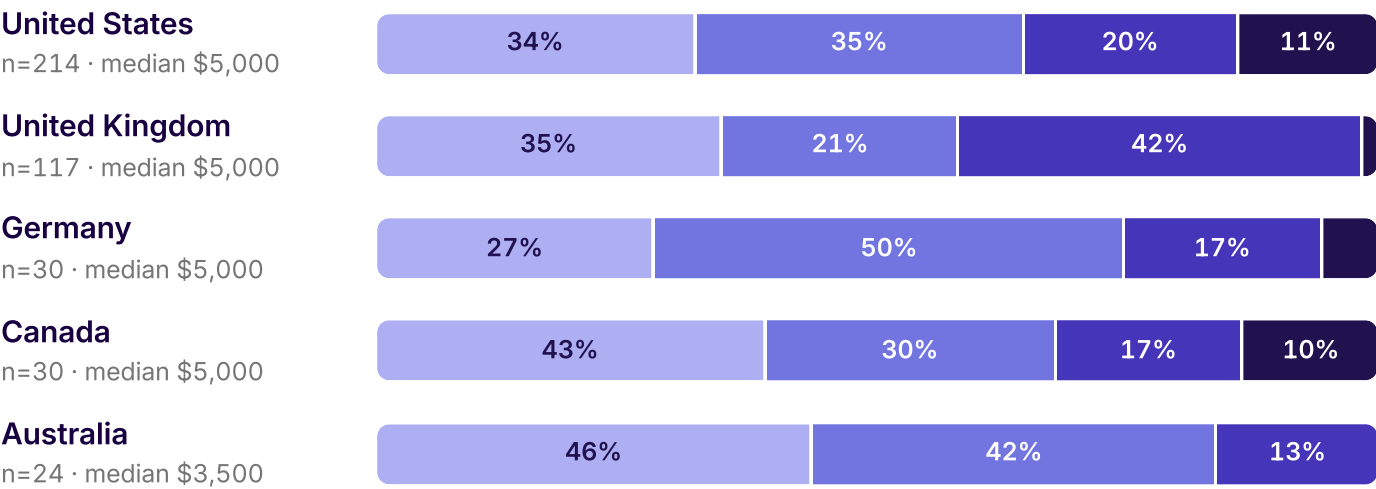
Each square is 1% of the 665 firms that publish a minimum project size.

■ \$1,000 or less	38.3%
■ \$1,500 – \$9,999	33.7%
■ \$10,000 – \$24,999	22.1%
■ \$25,000 or more	5.9%

Minimums by country

Countries with at least 20 firms publishing a minimum.

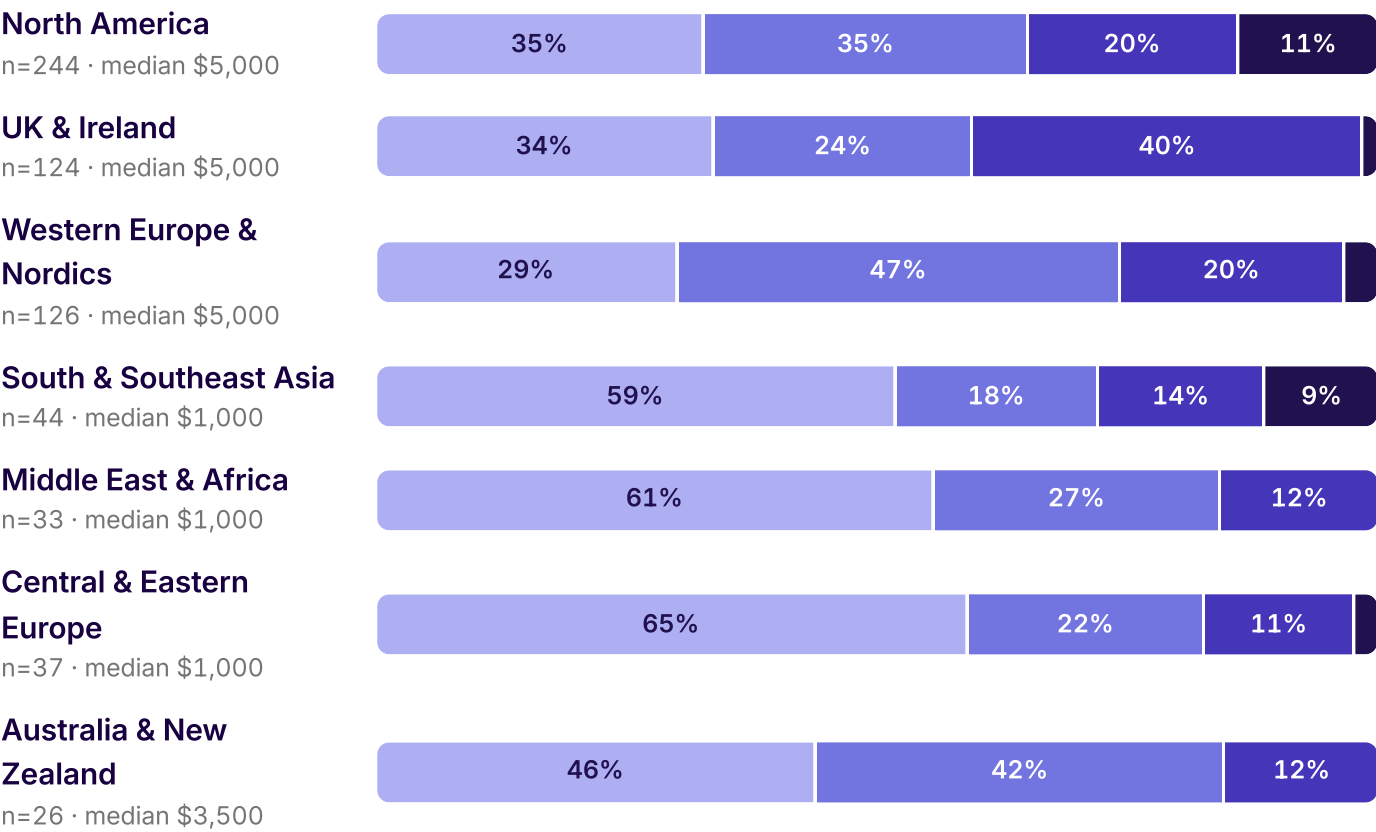
\$1,000 or less
\$1,500 – \$9,999
\$10,000 – \$24,999
\$25,000 or more



Country	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
United States	214	\$5,000	34.1%	35.1%	20.1%	10.7%
United Kingdom	117	\$5,000	35%	21.4%	41.9%	1.7%
Germany	30	\$5,000	26.7%	50%	16.6%	6.7%
Canada	30	\$5,000	43.3%	30%	16.7%	10%
Australia	24	\$3,500	45.8%	41.7%	12.5%	0%

Minimums by region

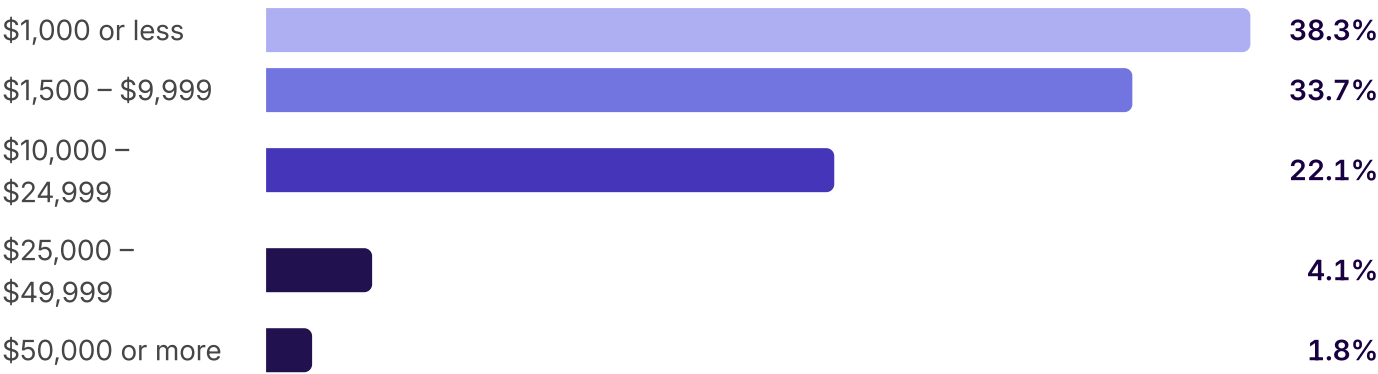
\$1,000 or less \$1,500 – \$9,999 \$10,000 – \$24,999 \$25,000 or more



Region	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
North America	244	\$5,000	35.2%	34.5%	19.6%	10.7%
UK & Ireland	124	\$5,000	33.9%	24.2%	40.3%	1.6%
Western Europe & Nordics	126	\$5,000	29.4%	46.8%	19.8%	4%
South & Southeast Asia	44	\$1,000	59.1%	18.2%	13.6%	9.1%
Middle East & Africa	33	\$1,000	60.6%	27.3%	12.1%	0%
Central & Eastern Europe	37	\$1,000	64.9%	21.6%	10.8%	2.7%
Australia & New Zealand	26	\$3,500	46.2%	42.3%	11.5%	0%

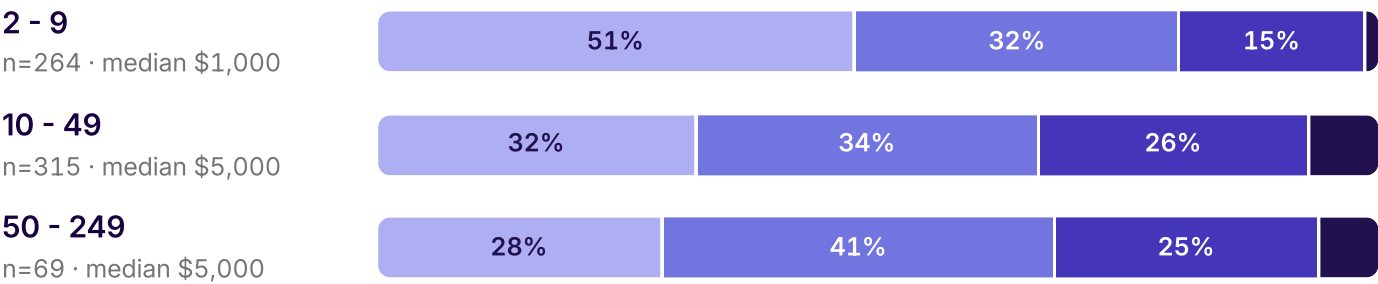
Published minimum bands

Share of the 665 firms that publish a minimum, by the band they publish.



Minimums by team size

■ \$1,000 or less ■ \$1,500 – \$9,999 ■ \$10,000 – \$24,999 ■ \$25,000 or more



Team size	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
2 - 9	264	\$1,000	51.1%	32.2%	15.2%	1.5%
10 - 49	315	\$5,000	31.7%	34.3%	25.7%	8.3%
50 - 249	69	\$5,000	27.5%	40.6%	24.7%	7.2%

Cities

Cities with at least 10 firms publishing a minimum. Small samples: read as indicative.

City	Country	n	Median minimum	\$1,000 or less	\$10,000+	\$25,000+
Los Angeles	United States	10	\$10,000	20%	60%	20%
Leeds	United Kingdom	13	\$10,000	38.5%	53.8%	0%
Liverpool	United Kingdom	10	\$7,500	30%	50%	10%
San Francisco	United States	12	\$5,000	16.7%	41.7%	25%
Berlin	Germany	10	\$5,000	20%	40%	10%
Washington D.C.	United States	10	\$5,000	40%	40%	20%
Philadelphia	United States	14	\$5,000	35.7%	35.7%	14.3%
Bangkok	Thailand	13	\$5,000	46.2%	30.8%	15.4%

City	Country	n	Median minimum	\$1,000 or less	\$10,000+	\$25,000+
Bournemouth	United Kingdom	10	\$5,000	30%	30%	0%
Cleveland	United States	10	\$5,000	20%	30%	20%
Portland	United States	10	\$5,000	30%	30%	0%
Brussels	Belgium	10	\$5,000	30%	20%	20%
Hamburg	Germany	12	\$5,000	33.3%	16.7%	8.3%
Helsinki	Finland	11	\$5,000	45.5%	9.1%	0%
Sacramento	United States	11	\$5,000	45.5%	9.1%	0%

Methodology

Population	Firms listed on 139 Edvido global city pages (any category) whose public directory profile lists Content Marketing as a service line, collected from the public listing API on 2026-10-21. Edvido has no separate city pages for content marketing agencies.
De-duplication	One record per firm (by website, else name); a firm listed in several cities or categories is counted once.
Price field	Minimum project size as published in the firm's public B2B directory profile (such as Clutch and Sortlist), in USD (e.g. "\$5,000+"). Firms without a published minimum are excluded from price statistics.
Country	Country of the Edvido city page the firm is listed on.
Minimum sample	Countries, regions and team-size groups with fewer than 20 firms publishing a minimum are not shown; city rows need at least 10 and are small samples.
Median	Median of the published minimum project sizes (band lower bounds).

Data: 2026-10-21. Licence: CC BY 4.0 — cite as: Edvido, Content Marketing Agency Pricing Data 2026 (<https://www.edvido.com/content-marketing-agencies/pricing>). Full guide and live data: <https://www.edvido.com/content-marketing-agencies/pricing>. Raw data: <https://www.edvido.com/data/pricing/content-marketing-agencies.json>.

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