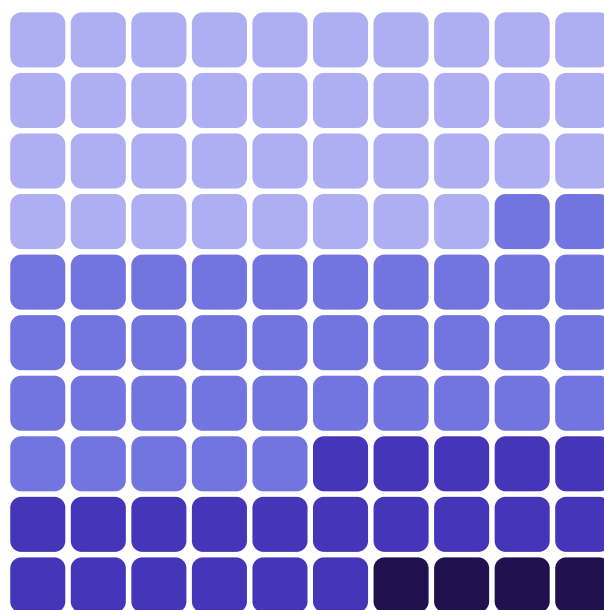


Graphic Design Pricing 2026

Minimum project sizes of 521 graphic design agencies, by country, region and team size

According to Edvido's analysis of 521 graphic design agencies (October 2026), the median minimum project size is \$5,000: 38.5% of firms that publish a minimum start at \$1,000 or less, and 24.5% ask for \$10,000 or more.

Firms analysed	Median minimum
521	\$5,000
314 publish a minimum	per project
\$1,000 or less	\$10,000 or more
38.5%	24.5%
of firms with a minimum	3.8% at \$25,000+



Each square is 1% of the 314 firms that publish a minimum project size.

■ \$1,000 or less	38.5%
■ \$1,500 – \$9,999	37%
■ \$10,000 – \$24,999	20.7%
■ \$25,000 or more	3.8%

Minimums by country

Countries with at least 20 firms publishing a minimum.

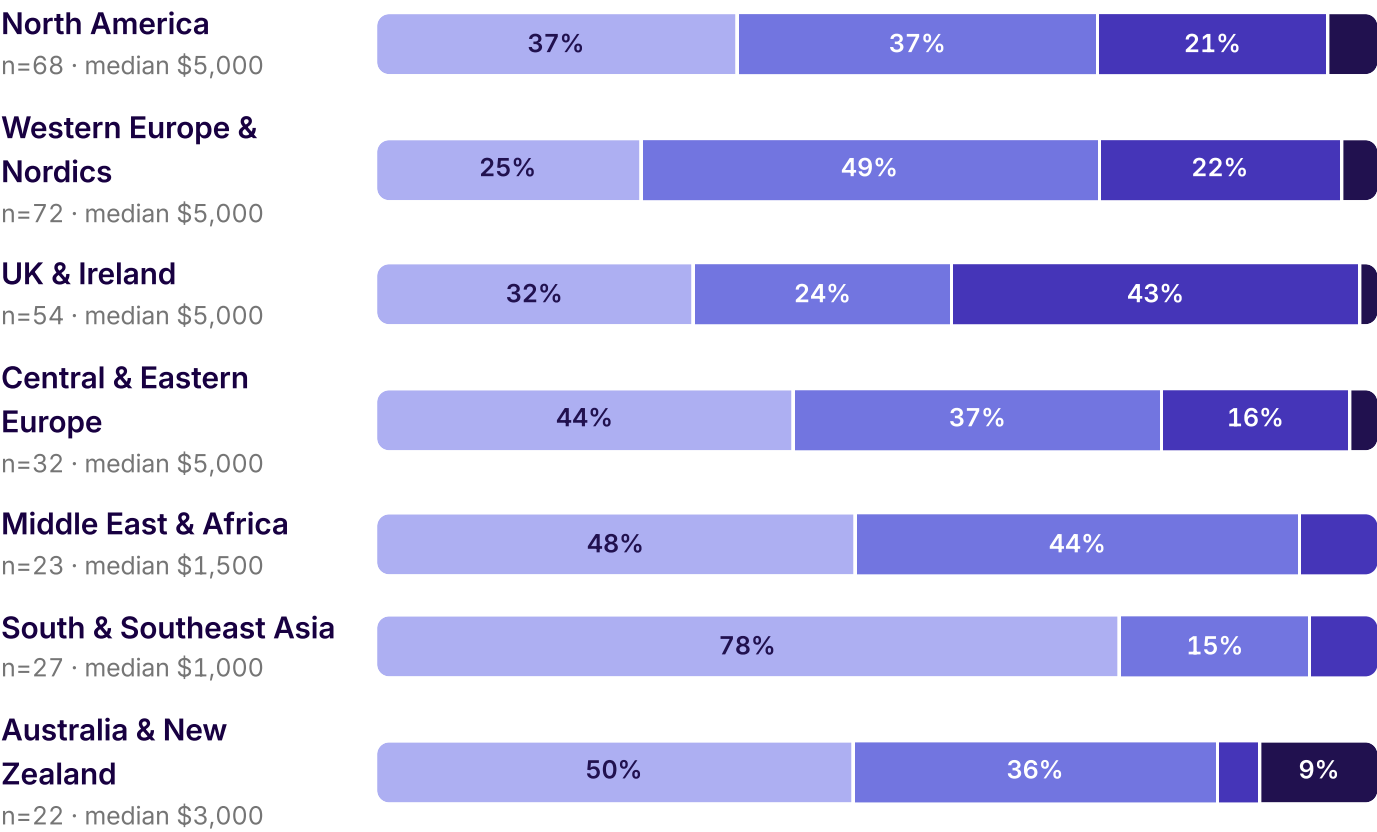
\$1,000 or less \$1,500 – \$9,999 \$10,000 – \$24,999 \$25,000 or more



Country	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
United Kingdom	49	\$5,000	30.6%	22.5%	44.9%	2%
United States	53	\$5,000	32.1%	39.6%	22.6%	5.7%
Australia	21	\$5,000	47.6%	38.1%	4.8%	9.5%

Minimums by region

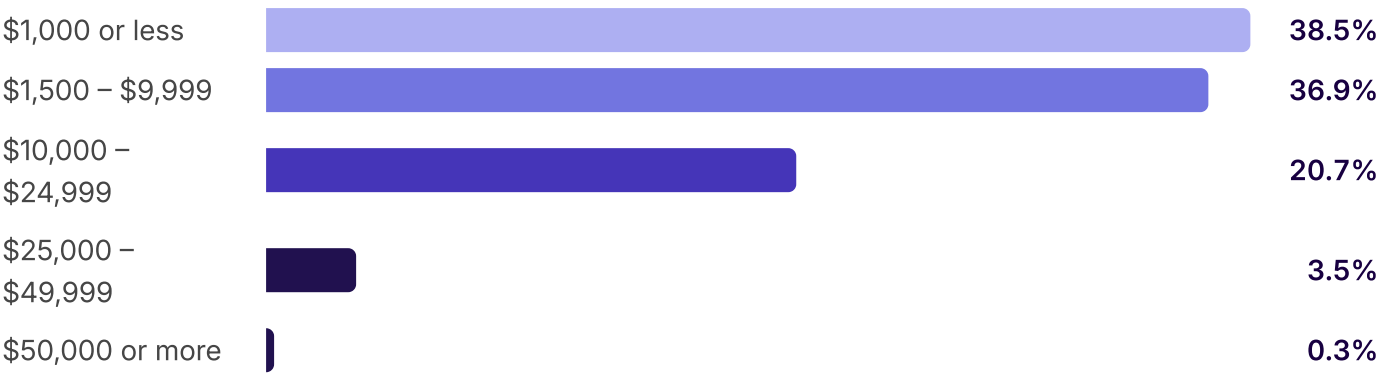
\$1,000 or less \$1,500 – \$9,999 \$10,000 – \$24,999 \$25,000 or more



Region	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
North America	68	\$5,000	36.8%	36.7%	20.6%	5.9%
Western Europe & Nordics	72	\$5,000	25%	48.6%	22.2%	4.2%
UK & Ireland	54	\$5,000	31.5%	24.1%	42.5%	1.9%
Central & Eastern Europe	32	\$5,000	43.8%	37.4%	15.7%	3.1%
Middle East & Africa	23	\$1,500	47.8%	43.5%	8.7%	0%
South & Southeast Asia	27	\$1,000	77.8%	14.8%	7.4%	0%
Australia & New Zealand	22	\$3,000	50%	36.4%	4.5%	9.1%

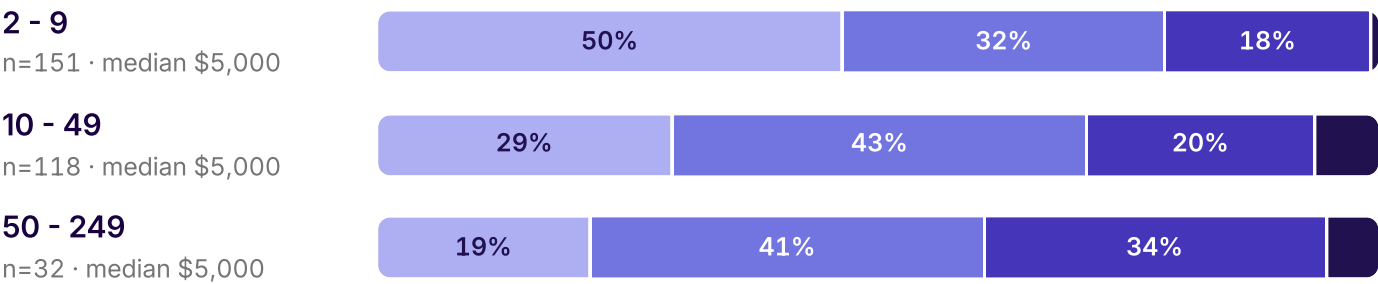
Published minimum bands

Share of the 314 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	151	\$5,000	49.7%	31.8%	17.8%	0.7%
10 - 49	118	\$5,000	28.8%	43.2%	20.4%	7.6%
50 - 249	32	\$5,000	18.8%	40.6%	34.4%	6.2%

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+
Copenhagen	Denmark	11	\$5,000	45.5%	9.1%	0%

Methodology

- Population**

Firms listed on 131 Edvido global city pages (any category) whose public directory profile lists Graphic Design as a service line, collected from the public listing API on 2026-10-21. Edvido has no separate city pages for graphic design 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).

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