



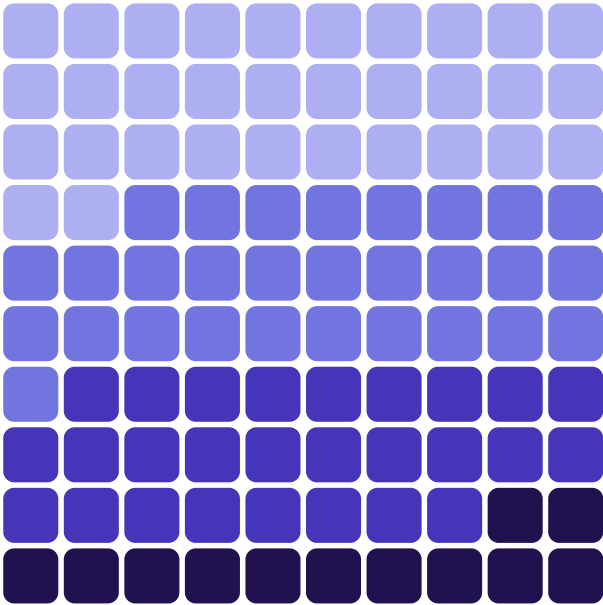
Pricing data report, October 2026

Media Planning Pricing 2026

Minimum project sizes of 161 media planning and buying agencies, by country, region and team size

According to Edvido's analysis of 161 media planning and buying agencies (October 2026), the median minimum project size is \$5,000: 31.4% of firms that publish a minimum start at \$1,000 or less, and 39.2% ask for \$10,000 or more.

Firms analysed	Median minimum
161	\$5,000
102 publish a minimum	per project
\$1,000 or less	\$10,000 or more
31.4%	39.2%
of firms with a minimum	11.8% at \$25,000+



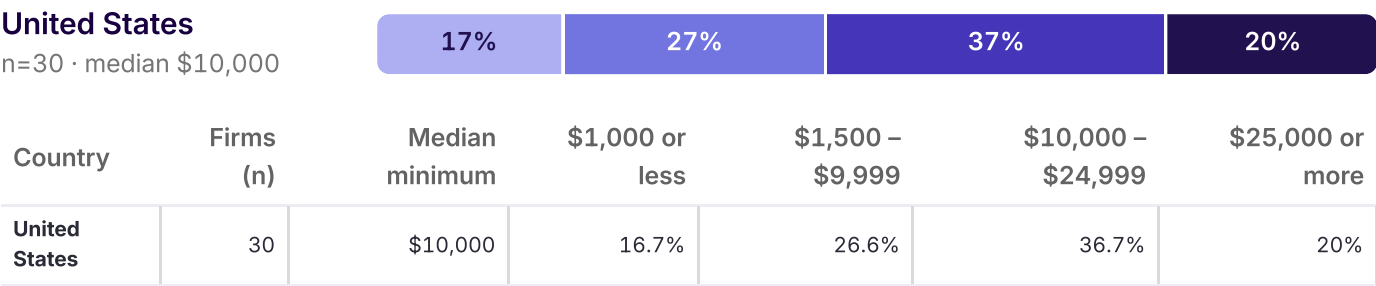
Each square is 1% of the 102 firms that publish a minimum project size.

	\$1,000 or less	31.4%
	\$1,500 – \$9,999	29.4%
	\$10,000 – \$24,999	27.4%
	\$25,000 or more	11.8%

Minimums by country

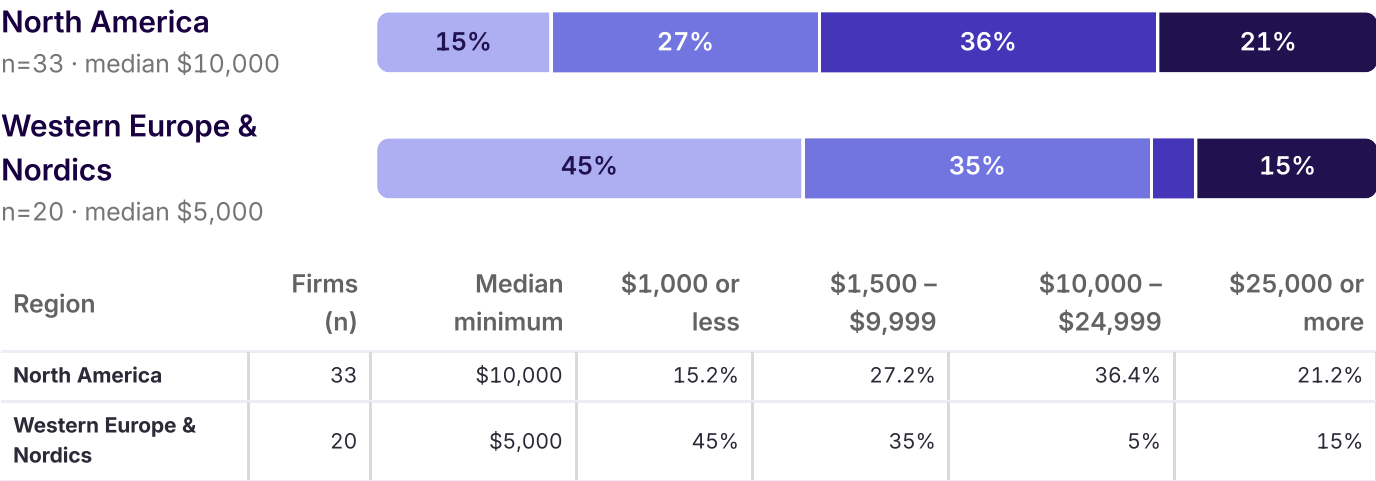
Countries with at least 20 firms publishing a minimum.

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



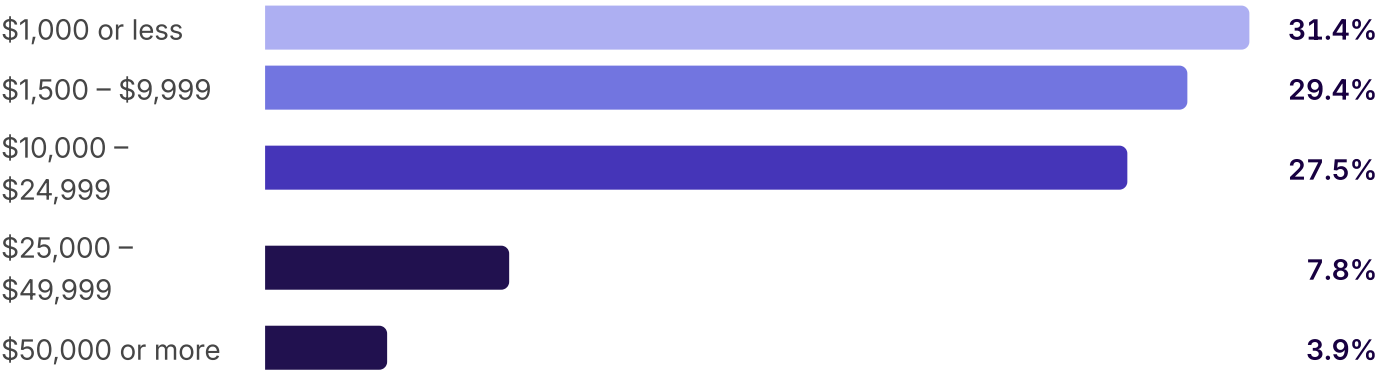
Minimums by region

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



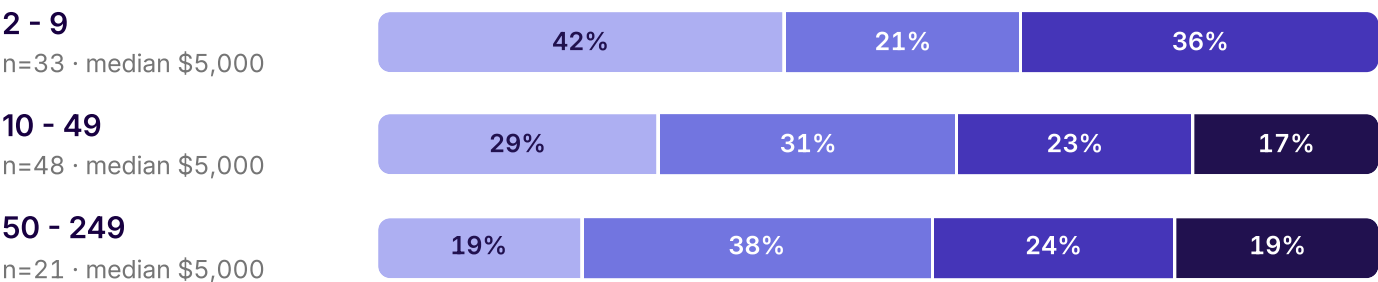
Published minimum bands

Share of the 102 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	33	\$5,000	42.4%	21.2%	36.4%	0%
10 - 49	48	\$5,000	29.2%	31.2%	22.9%	16.7%
50 - 249	21	\$5,000	19%	38.1%	23.9%	19%

Methodology

- Population

Firms listed on 82 Edvido global city pages (any category) whose public directory profile lists Media Planning & Buying as a service line, collected from the public listing API on 2026-10-21. Edvido has no separate city pages for media planning and buying 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, Media Planning Pricing Data 2026 (<https://www.edvido.com/media-planning-agencies/pricing>). Full guide and live data: <https://www.edvido.com/media-planning-agencies/pricing>. Raw data: <https://www.edvido.com/data/pricing/media-planning-agencies.json>.

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