

2021 MEPRA SME Industry Rate Card: PR & Communications

The figures listed below are average hourly rates for communications services offered by SME and consultants in the Middle East. The market-based fees are based on data collected from more than 30 SME consultancies.

This industry rate card guide was developed to offer practical value for agencies and consultants who want to benchmark their own fees and understand what the average rate is in the market. This will also serve as a useful resource for client-side organisations who want to understand what level of rates they can expect to be charged and how this differs according to level, specialty or region.

Board Level

AED 750 - 1,200
Hourly Rate

Roles include:

Chairman, President, CEO, COO, Managing Partner, Client Services Director, Board Account Director, Group Account Director, MD/Partner, Executive Creative Director, Executive Planning Director, Chief Strategy Officer

Senior Level

AED 450 - 975
Hourly Rate

Roles include:

Head of Data Strategy, Head of Traffic, Technical Director Head of IA, Senior Analyst, Head of Design, Senior Producer, Senior Information Architect, Head of Social Media, Strategy Director, Head of Planning, Head of Media Relations, Business Director, Creative Director, Art Director, Design Director, Media Director, Planning Director, Director Data Intelligence, Creative Services Director

Mid Level

AED 350 - 600
Hourly Rate

Roles include:

PR Consultant, Public Relations Manager, Project Manager, Account Manager, Designer, Copywriter, Brand Strategist, Strategist, Account Planner, Communications Planner, Media Planner, Studio Designer, Traffic Manager, Interface Designer, Information Architect, Editors, Community Managers, Digital Designer Graphics/Production Design, Technical Lead, Web Developer, Content Manager, Analytics/Insight Manager, Media Liaison Manager, Database Manager, Mobile App Developer, Social Media Manager, Creative Technologist

Junior Level

AED 250 - 380
Hourly Rate

Roles include:

Account Executive, Data Analyst, Data Planner, Data Consultant, Proofreader, Typographer, Analyst/researcher, Artistic talent IT Support, PR Assistant, Systems Administration

Third Party Service Fee: 15%

This is an average administrative fee charged for any services provided by third party supplier booked, coordinated and managed on behalf of a client

Freelancer / Consultant Hourly Fee: AED280 - AED400 p/h

An average fee for a freelancer or consultant with 5-10 years' experience in communications and PR.