

Rate Card – PR, Content Marketing & Communication

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This Rate Card provides an overview of the services offered and pricing structures in the areas of PR, content marketing, social media, and communication consulting.

Note: The following prices are for orientation and do not replace a formal offer.

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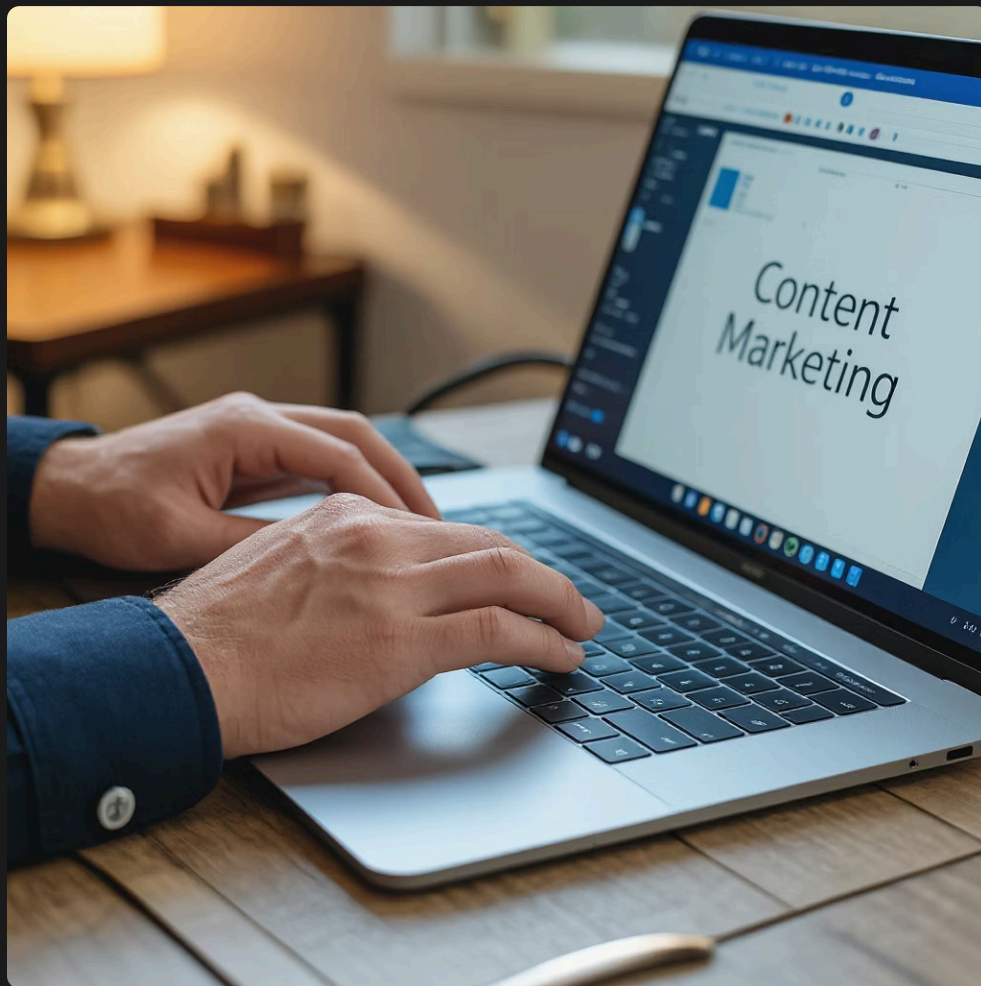
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Legal information and important notes

PR & Media Relations

Service	Description	Billing	Price
Press Pitches	Briefing, research, editing, personalization, contact, reporting	Hourly rate	105 €/hr
Press Distribution List Setup	Media & journalist research, CSV database	Hourly rate	105 €/hr
Press Release – Editorial	Briefing, research, text (400–600 words), incl. feedback rounds	Flat rate	550–700 €
Press Release – Distribution	Bespoke distribution list, email dispatch	Hourly / Flat rate	105 €/hr / from 200 €
Feature Article	Feature article (700–1,000 words), incl. research & approval process	Flat rate	700–1000 €
Opinion Piece / CEO Ghostwriting	Pointed contribution for positioning, incl. coordination	Flat rate	900–1,2400 €
Blog Article	Content for corporate blog (500–800 words)	Flat rate	450–650 €

Content Marketing & Storytelling



Professional content creation for various channels and formats to strengthen your brand and generate qualified leads.

Case Studies / Success Stories

Interviews, creation of success story (2–3 pages)

Price: 900–1,500 € (Flat rate)

Newsletter Editorial

Editorial content incl. Call-to-Action

Price: 400–600 € per issue (Flat rate)

Whitepapers / Studies

Concept, research, editorial (6–12 pages)

Price: 1,900–4,000 € (Flat rate)

Service	Description	Price
Lead Generation Strategy & Implementation	Landing Pages, LinkedIn-Ads, CRM Integration	135 €/hr
Blog Article	Corporate Blog Content (500–800 words)	450–650 €

Strategy & Consulting



PR Strategy & Communication Concept

Analysis, target groups, messages, action plan

Project price: from 3,500 €



Crisis PR & Reputation Management

Consulting, scenarios, communication training

Hourly rate: 180 €/hr



Executive Positioning & Thought Leadership

Positioning of executives, incl. ghostwriting, LinkedIn, speaker profiles

Hourly rate: 210 €/hr

Service	Description	Price
Media Response Analysis	Quantitative & qualitative analysis of media presence, benchmarking with competitors	from 2,500 €
Workshops & Media Training	½- or Full-day workshop for teams & executives	1,500–2,500 €/day

Press Talks & Events

Service	Description	Billing
Press Talks & Interviews	Conception, preparation, organization, pitch, support, report	105 €/hr
• Phone / Video Conference	Execution & follow-up	105 €/hr
• On-site	plus expenses, travel time = half hourly rate	105 €/hr + expenses
Press Conferences & Press Events	Conception, organization, support, moderation, report	on request
• Webinar Format	Digital press conference including moderation	on request
• On-site	Complete execution including support	on request
Press Support at Events	Trade show appearance, conference, corporate event	on request



Professional organization and execution of press events – digital or on-site – for maximum media presence.

Social Media (B2B, Content)

Content Planning & Editorial Calendar

Monthly plan for LinkedIn, X, YouTube

Project price / Retainer: from 1,400 €/month

Content Creation (Posts & Articles)

LinkedIn posts incl. approval process

Flat rate: 120–200 € per post

LinkedIn Articles / Longform Content

Longer articles for LinkedIn (700–1,000 words)

Flat rate: 600–900 €

Service	Description	Price
Graphics & Visual Content (Briefing)	Briefings for designers/agencies	105 €/hr
Campaign Management (Paid & Organic)	LinkedIn campaigns incl. monitoring & optimization	105 €/hr
Social Media Reporting & Analysis	Evaluation of engagement & leads, recommendations for action	105 €/hr

Start-Up Package - from 4500 Euro

For start-ups before their first financing round (i.e., before the entry of external investors), start-ups receive special conditions compared to the regular price list.

For example

Basic Strategy and Positioning: Fundamental strategic market positioning and GTM PR strategy. Potentially a strategy to reach potential investors. The development of a compact "Elevator Pitch" and a clear message that defines the unique selling proposition (USP) of the start-up.



1

Fundamentals of Media Relations

- Creation and distribution of a professional press release communicating the founding, a new product, or a financing round.
- Personal contact with key journalists ("Pitch")
- Establishment of a basic press distribution list with relevant journalists and media specializing in the respective market segment.
- Curation/creation of a simple "Media Kit" with high-resolution images and company information.

2

Content Creation

- Writing a first specialized article to demonstrate the start-up's expertise.
- Creation of a case study or a "success story" with an early customer to build credibility.

3

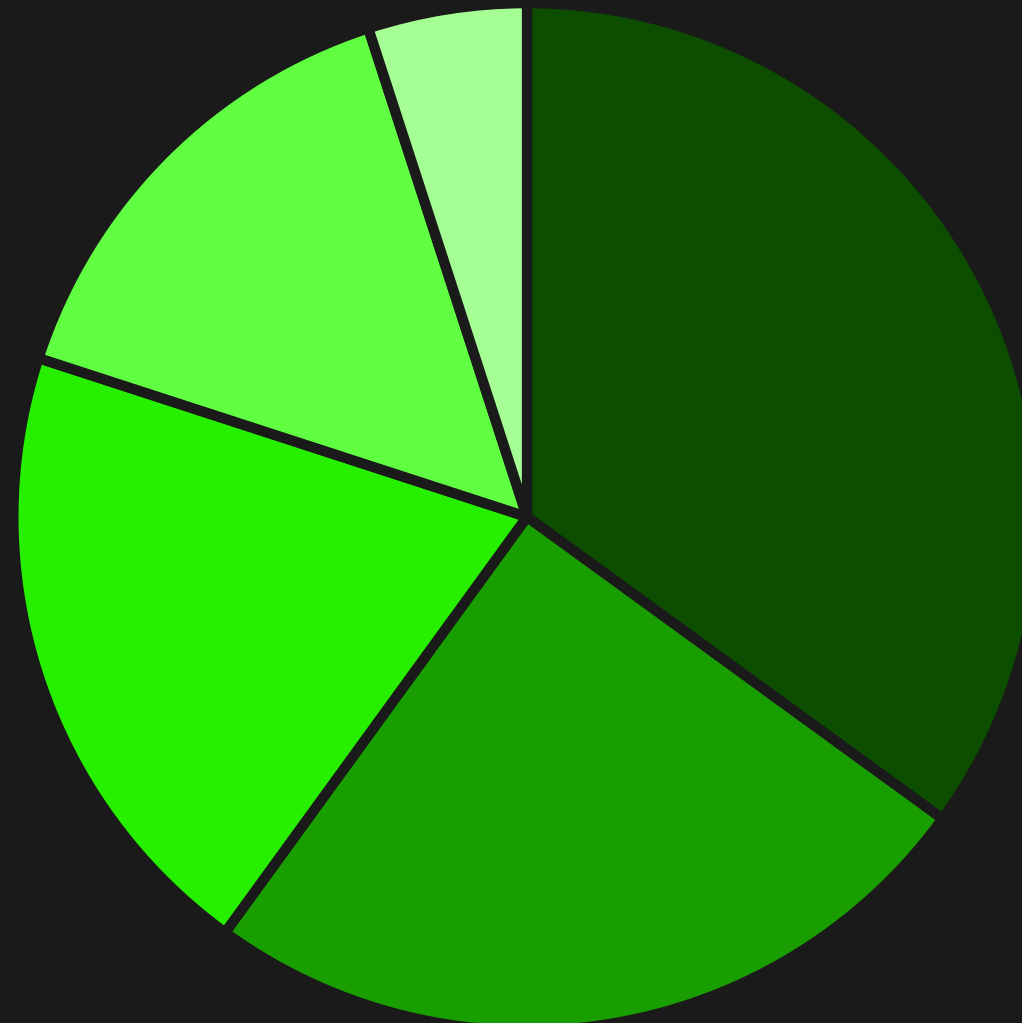
Social Media

- Creation of a basic editorial calendar for the first few weeks.
- Writing 5 LinkedIn posts to kick off communication.

Retainer - Ongoing Services

① Clients who engage Thomas Konrad for at least three consecutive months with a price list value of at least 3000 Euro/month receive approx. 15% discount on services (excluding external costs such as expenses).

To be negotiated individually - please feel free to contact me.



■ PR & Media Relations ■ Content Marketing ■ Strategy & Consulting ■ Social Media ■ Events & Press Talks

Typical distribution of services in a monthly retainer model. The exact composition will be individually adjusted to your needs.

Disclaimer



1 AI Support

Some of the services listed above are provided with the help of various AI systems (e.g., OpenAI, Perplexity, DeepL) – always compliant with GDPR and the AI Act, and while maintaining your business secrets.

2 Reference Prices

This Rate Card is for orientation purposes and does not replace a formal offer.

- ☐ All prices are exclusive of statutory VAT. For services with a journalistic character, an additional 5% must be paid to the KSK (I would be happy to explain this to you personally)
For an individual offer, please contact me at hello@pr-for-tech.com or by phone at **+49 163 2770913**.