

PUBLIC RELATIONS AGENCIES INDUSTRY (NAICS 54182)

INDUSTRY DEFINITION AND RELATED INDUSTRIES

NAICS 54182: Public Relations Agencies . This industry comprises establishments primarily engaged in designing and implementing public relations campaigns. These campaigns are designed to promote the interests and image of their clients. Establishments providing lobbying, political consulting, or public relations consulting are included in this industry.

Related Industries

- Direct Mail Printing
- Commercial Printing
- Advertising Agencies
- Mailing Houses

U.S. Census Categories

NAICS 54182 – Public Relations Agencies is 100% comparable to
SIC 8743 – Public Relations Services

Sub-Industries

- Market research and public opinion polling services
- Market research services
- Public opinion polling services
- Advertising agency services
- Advertising creative services
- Public relations services
- Full public relations services
- Media relations services
- Crisis management services
- Lobbying services
- Event management services
- Development/fundraising services
- Media planning and/or buying services
- Direct mail advertising services
- Full direct mail services
- Concept development for a direct mail advertising campaign services
- Mailing list support services
- Print services for direct mail advertising materials

Sales promotion services
Direct marketing services
Signs, custom fabrication, include banners, a frame, neon, outdoor, etc..
Media monitoring and analysis
Coordination of production and delivery of premiums (advertising specialties)
Other services related to advertising
Media representation services
Sale of advertising space in print media
Sale of advertising time on television
Sale of advertising time on radio
Sale of advertising space in media other than print, television, or radio