

Indie Agency News

The essential platform for independent agencies around the world

What is Indie Agency News?

Indie Agency News is a hybrid media platform, member network, and service provider built specifically for independent agencies. We're part trade publication, part community, part support system—designed to give indies the visibility, tools, and connections they need to compete and win.

Why Join?

Independent agencies aren't the alternative—they're the future. But you need consistent visibility, credible third-party validation, and a community of peers who understand your challenges. That's exactly why we're here.

Membership Pricing

Everyone at your agency gets a login. That's why pricing is based on company size—from interns to the CEO, your entire team gets full access to everything. Your rate locks in forever—it never goes up as long as you're a member.

Agency Size	Annual Rate
1-10 people	\$695/yr (\$58-ish/month)
11-25 people	\$840/yr (\$70/month)
26-50 people	\$980/yr (\$82-ish/month)
51-100 people	\$1,110/yr (\$93-ish/month)
101-250 people	\$1,390/yr (\$115-ish/month)
251+ people	\$1,995/yr (\$166-ish/month)

What You Get as a Member

Coverage

- Meet an Indie Agency video interview (15-20 min agency profile)
- Your work and wins are covered in Indie Spin, Indie Tracker or as standalone articles
- Live show and video opportunities (we come to you)
- Members-only shows and intelligence reports
- Request video and other files to use for pitching, marketing and more

Coaching

- 1stPass tools: Op-Ed, Pitch, Awards, Panel, Website, Messaging optimizers
- Expert review on pitches, awards, strategy and more
- 15-minute member sprints cover anything you'd like to talk about to grow your agency

Community

- 300+ agencies in the member network
- Social platform and Slack access
- Create and join specialty groups
- Sister City program for global connections
- Members-only content and conversations

Celebration

- Two annual Top 40 awards (Classic + People & Agencies)
- One free entry for either show (members only)
- Show Off and other events in cities worldwide
- Leadership Summit (Chicago, April 2026)
- Presence at Cannes Lions, Creative Week and other major events

Connections

- Indie Agency Connect for project matching
- Strategic introductions to members
- Preferred Partners with indie-specific solutions

Everyone at your agency gets a login

25% off all awards and events • Your rate never increases

Frequently Asked Questions

How much does it cost?

Membership starts at \$695/year for 1-10 people. Your rate locks in forever, and everyone at your agency gets full access.

I'm not a creative agency. Can I still join?

Absolutely. We work with all types—creative shops, media agencies, design studios, production companies, strategy consultancies and more. If you're independent, you belong here.

Is this only for US agencies?

No—we're global with members across the US, Canada, UK, Europe, Asia Pacific, Middle East, and Africa. Pay in your local currency.

Ugh. Another platform. How much work is all of this?

As little as possible. We come to you with show ideas and track your LinkedIn for story angles. Hands-on if you want, but not necessary.

You only cover members. Why is that?

Our members are investing in building a global home for independent agencies. In return, they get access to everything—coverage, tools, community, all of it. It's a fair exchange. Plus, investment helps us grow so we can listen to our members and build what they need to improve their visibility. We work for our members, not pageviews.

How is Indie Agency News different?

We prioritize live and video. We do a lot of written work, but we want people to see and hear your thinking. Think of us as more "broadcast" than traditional trade. Additionally, Indie Agency News can have a point of view and always be on the side of members and the indie agency world. We advocate for our members.

Do your services replace our PR/comms people?

No. We're designed to complement what your PR and comms teams are already doing, not replace them. Think of us as an extra set of expert eyes and ears—people who know what works. Your team still drives strategy. We help make their work stronger as part of your teams.

Ready to Join?

Visit indieagency.news or email aloha@indieagency.news