

Photography Pricing

Knowing what to charge can be a bit of a minefield for photographers. Be honest about your ability and the services you offer and their value. Remember my explanation in the course regarding supply and demand and be sure to identify your competitors and their rates.

Below I've included are my common photography rates as a guide and also an explanation of other industry area common rates. Different types of photography can command different rates and you may want to apply variable rates to different types of work.

The rates provided are in British pounds and are relevant to the year 2016, please convert as necessary to your own currency and economy.

Karl Taylor Photography examples

Base day rate	(8 hours)	£2000
Base half day	(4 hours)	£1100

The base day rate would be my minimum charge for local advertising photography work, for areas such as local government, tourism, hospitality, architectural, local business and more generalised local/mid level commercial photography.

National day rate (8 hours)	£3000
National half day (4 hours)	£1750

National campaign rates are applicable to mid/high level businesses and corporations where the images will be used across the country. NOTE: Usage fees may apply and would be extra to the day rate. Application of usage fees is negotiable and is often dependent on the client's acceptance or experience of them.

International day rate (8 hours) £4000

International rates are for photo-shoots where the client's intention is to use the images in more than their local country. For these type of shoots I only have a day rate. NOTE: Usage fees may apply and would be extra to the day rate. Application of usage fees is negotiable and is often dependent on the client's acceptance or experience of them.

NOTE: For more than 4 consecutive days it can be beneficial to offer a discount

The half day or day rate charges are for your time only and your ability as a photographer or consultant, they do not include post production or supplied image files

In addition to the day or half day rates there are a number of other charges that may be applicable and I have listed how I charge for these below:

Photography Assistant (each)

Half day £150
Full day £250

Digital image files supplied

First 5 supplied free on half day

First 10 supplied free on full day

A4 300dpi	£10
A3 300dpi	£15
A2 300dpi	£20

Digital image files supplied do not include retouching/post production

Production Time

£125 per hour

Production time is charged for items such as prop sourcing, research, administration/organisation, model bookings, location scouting. These items are usually undertaken by a member of staff or outsourced. Travel time is charged at £1000 per 24 hours.

Post Production

£125 per hour

Hourly retouching rates apply to separate retouching bookings and do not apply to retouching that takes place as part of a day rate project. Digital work that is part of the brief and photography solution is charged at the photography day rate. For example if a client requires a project shot that is 6 hours photography and 2 hours retouching then the full 8 hour day rate will be charged as the post production work forms part of the overall shoot.

Other Services

Model fees

Make up artist

Set builds

Studio rental

Equipment rental

All outside services are charged at the rate invoiced to us or they are charged directly to the client

There are of course many different areas of commercial photography and each may command a different fee. Below I have outlined common charges for different genres of photography based on the proposed ability of the photographer: **LQ** = low quality, **MQ** = mid quality, **HQ** = high quality.

The rates are for a day rate. For hourly rates divide the day rate by 8. The rates do not include usage fees, please see our usage fee calculator if you intend to charge additional usage fees.

General Advertising Photography	Day rate
LQ photographer	£500-£1000
MQ photographer	£1000-£2000
HQ photographer	£2000-£5,000

This applies to small and medium size business, brands or companies

High End Advertising Photography	Day rate
LQ photographer	Unlikely to win work
MQ photographer	£1000-£2000
HQ photographer	£2000-£10,000

This applies large size business, brands or companies. Some photographers with a high reputation especially in areas of fashion advertising for designer brands may command fees in excess of £20K or even £30K per day.

Catalogue/brochure : Architectural, product, people, annual reports,

	Day rate
LQ photographer	£500-£1000
MQ photographer	£1000-£2000
HQ photographer	£2000-£5,000

Business portraits, social portraiture	Day rate
LQ photographer	£500-£750
MQ photographer	£750-£1500
HQ photographer	£1500-£2500

Wedding photography	Day rate
LQ photographer	£400-£750
MQ photographer	£750-£2000
HQ photographer	£2000-£4000

Prices for wedding photographers are highly variable. Some photographers include a set amount of prints or a 'book' in their day rate and other photographers do not. Often LQ photographers include a disk of all the images captured with only basic editing but they do not include any album or prints. These photographers usually operate in a 'pass it over and collect a fee' method.

News, editorial, events, trade magazines, real estate, construction records, archive/recording, artist original painting copies, sport.

	Day rate _____
LQ photographer	£400-£750
MQ photographer	£750-£1250
HQ photographer	£1250-£1500

These rates can be highly variable and will often depend on the relationship between the photographer and the client and the client's expectations.

Other considerations

For general commercial work on location for things such as business brochures, annual reports or business portraits, consider charging an increased fee to cover the expenses of packing and unpacking, loading and unloading equipment and lighting.

The bottom line

The bottom line with any business is supply and demand which we cover in the main course. It is also worth considering how much you want to earn per annum and how much work you think you are capable of winning in a year. Calculate the total time you want to spend working and the total you want to earn and this will give you your median hourly rate. For example lets say you want to earn £75,000 per year then you would need to shoot 40 weddings per year with a profit of £1875 on each one. Or 48 commercial shoots per year (one per week allowing for holidays) with an average profit of £1562 on each one. Some jobs may give you higher margins and others lower but this at least gives you a good idea of work to revenue over a year and may influence your decision to target a specific market.