

PRICING GUIDE: DAY RATES:



Please note the below day rate pricing is a rough guide and can vary depending on the production, the brand and whether you're providing Hair, Makeup or both so be sure to get as much detail about the job as possible before quoting. It's also ok to ask for the clients budget if you're unsure where to start...

Some questions to ask when applying or quoting for a job:

The date of the job?
The location of the job?
Do they need hair/makeup/nails?
The call time/wrap time?
How many models? (Do you need an assistant?)
The usage? Eg social media, in store, billboard etc (how long and where the images are going can affect the rate)

Look into the brand/client you're quoting for, are they established?

You may also want to consider the value of the job before deciding on whether or not you want to take it on...
EG The value of networking, the value of the images, the value of the job being local etc.

Listen to your gut when making decisions-does it feel good? Does it feel off?

See the next page for your '**Day Rate Guide**'

*These rates are based on an experience level from 'new to the industry' through to 'pro'.

If you're already 'established' within the industry, you are most likely not needing guidance on day rates and can charge a more substantial fee.

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DAY RATE GUIDE:

Assistant day rate:	£0-£300
Editorial: (Magazine)	£credit-travel expenses-small budget
Fashion Week Show day rate:	£products-£300
Lookbook:	£250-£600
TV work day rate:	£240
Film day rate:	from £300+
Music Video:	£400-£800
Creative social shoot (social media)	£350-£500
Campaign (single skill: web/social):	£350-£500
Campaign (single skill: web, print, packaging):	£500-£700
Beauty Campaign (single skill: web, print, packaging):	£700-£900
Red Carpet (varies massively):	£350-1000

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Overtime:

You have the right to charge overtime should you feel it necessary.

For every hour past the wrap time, I charge 10% of the agreed day rate.

(Feel free to include these terms on the initial booking or in the footer of your email)

Travel Expenses:

Depending on the client and the agreement you have in place, you can charge travel expenses on top of your day rate.

You can also include any travel and food within your tax expenses.

You can also use the BECTU website for reference:

<https://bectu.org.uk/get-involved/ratecards/>