

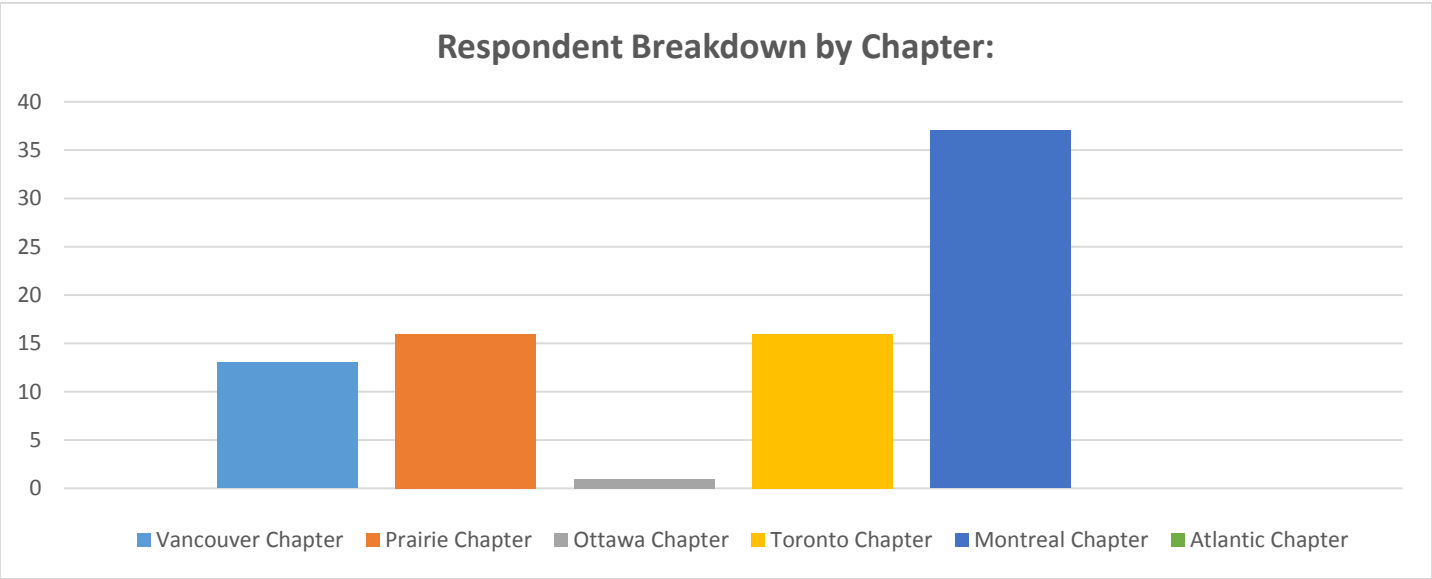
CAPIC 2014 National Pricing Survey

CAPIC is very excited to reveal the results of our National photographer pricing survey! One hundred photographers across Canada told us their average pricing, equipment used and business practices and the results are very insightful.

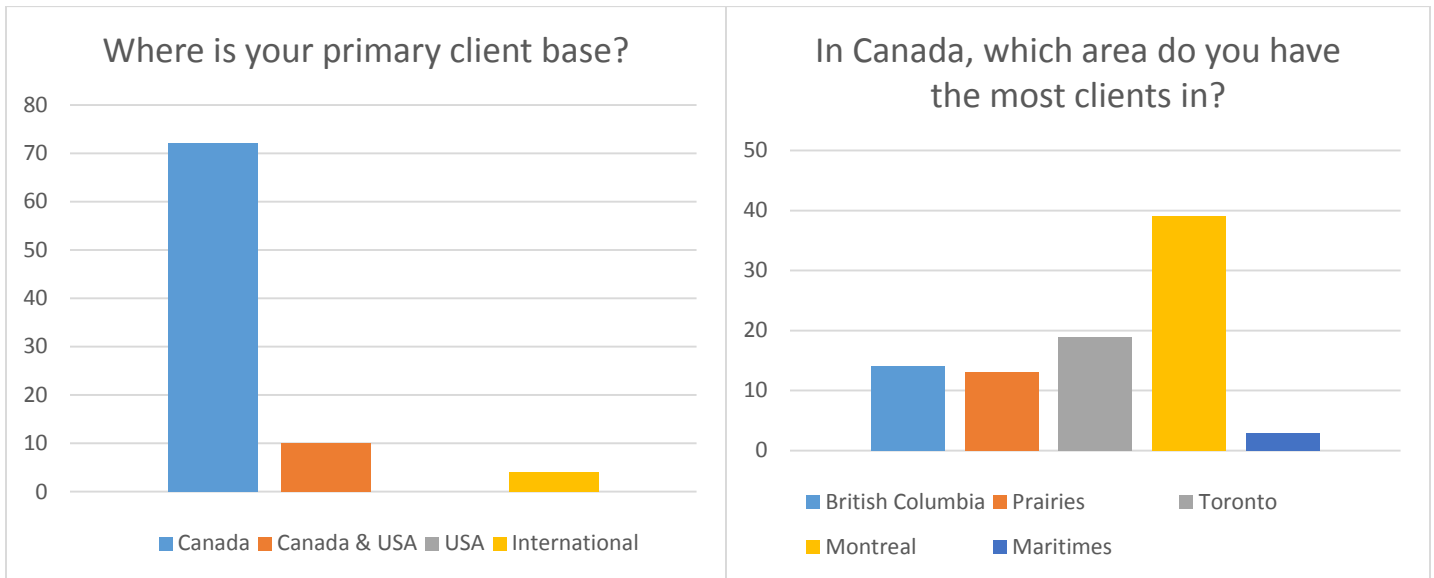
With this information, our hope is to educate companies what professional photography is worth, and remind fellow photographers to value your work and price it accordingly.

Geography:

We received responses to the survey from all across Canada, with half of the responses densely located in Montreal, and more evenly distributed responses from British Columbia, the Prairies and Alberta, and Toronto.

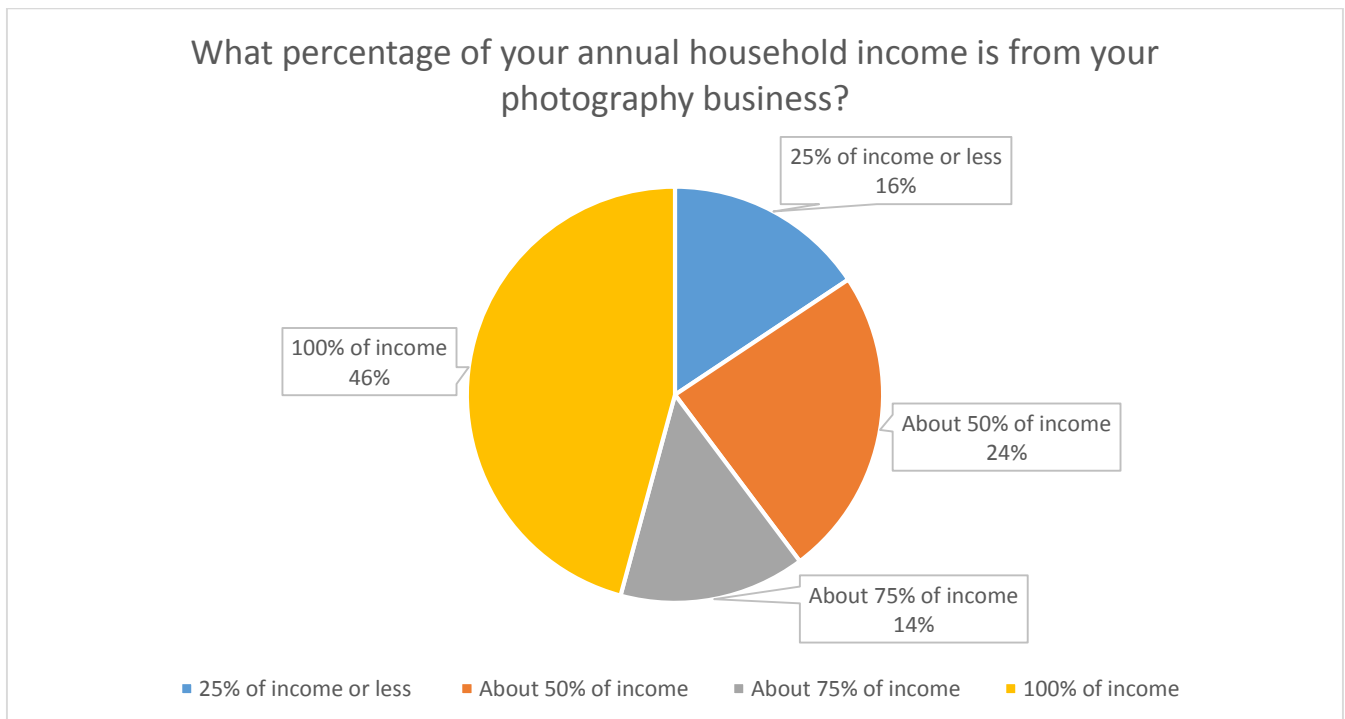


Our participants had the commonality that the majority of their clients are based in Canada, with a few also operating abroad. From the below graph showing client location within Canada which closely resembles the distribution of our participants, we can assume that the participants of this survey mostly serve their local customers.



Income & Billing:

The following section summarizes the results of our findings around individual and company earnings, and billing practices of our respondents.



Almost half of our respondents reported that all of their household income comes from their photography business. Those who identified that they receive 75% of less of their annual household income from their photography business cited other sources of income:

17% cited other income coming from **Teaching, Education or Instruction.**

9% cited other income coming from **Web Design and Graphic Design services.**

6% cited other income coming from **Marketing, Advertising or Communications services.**

Other sources of income included: Spousal income, Theatre, Finance, Consulting, Sales, Social Services, Energy, pharmaceutical, Golf, Architecture, Military and Home Care.



When asked what type of photography clients hired the respondents for the majority indicated that they were hired for commercial photography, portraiture and Editorial or Magazine work.

Commercial Photography	57	Wedding	10
Portrait	54	Fashion	9
Editorial/Magazines	38	Journalism	9
Architecture	33	Fine Art	8
Advertising	30	Retail	6
Industrial	25	Music	6
Food	19	Entertainment	4
Family Portraiture	15	Celebrity	3

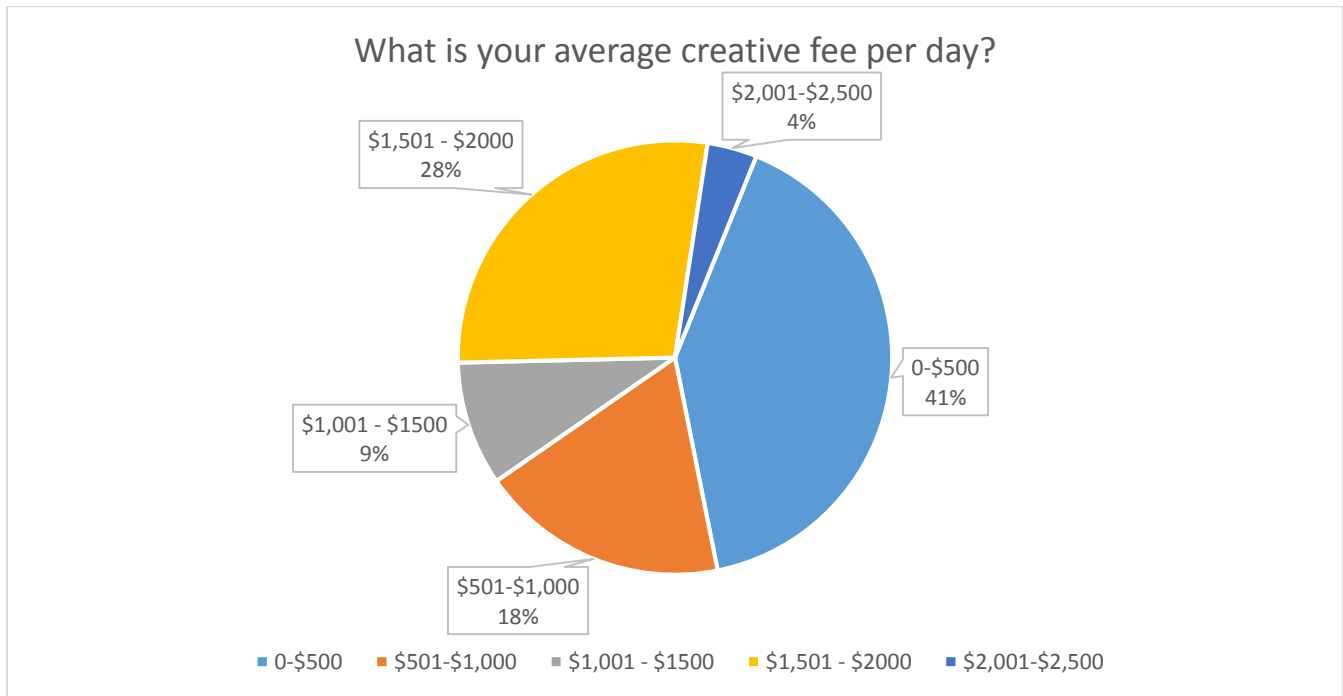
Respondents indicated that 66% did not have an incorporated company. On average, respondents billed \$1,000-\$5,000 per one-day photography assignment, and reported that on average their projects span one to five days with about 2-10 hours per month spent doing actual photography.

The majority of participants reported that they earned an annual salary from their photography business under \$25,000, and that total average billings per year as a sole proprietorship or corporation was between \$30,000 to \$100,000.

44% of respondents reported that they have an annual salary from their photography business between \$0-\$25,000.

20% of respondents reported that they have an annual salary from their photography business between \$25,000-\$35,000.

25% of respondents reported that they have an annual salary from their photography business between \$35,000-\$50,000.



When asked about their average creative fees, reports show a strong practice of billing under \$500 per day or between \$1,500 to \$2,000. Respondents indicated that with a 50/50 split that some did, and some did not apply usage fees. Those who indicated that they did charge usage fees usually referred to one of the following external guides, or determined their own percentage that they felt was appropriate. On average, participants reported that 0-50% of their expense were Creative Fees.

Based upon the responses that indicated they consulted an external guide for usage fees:

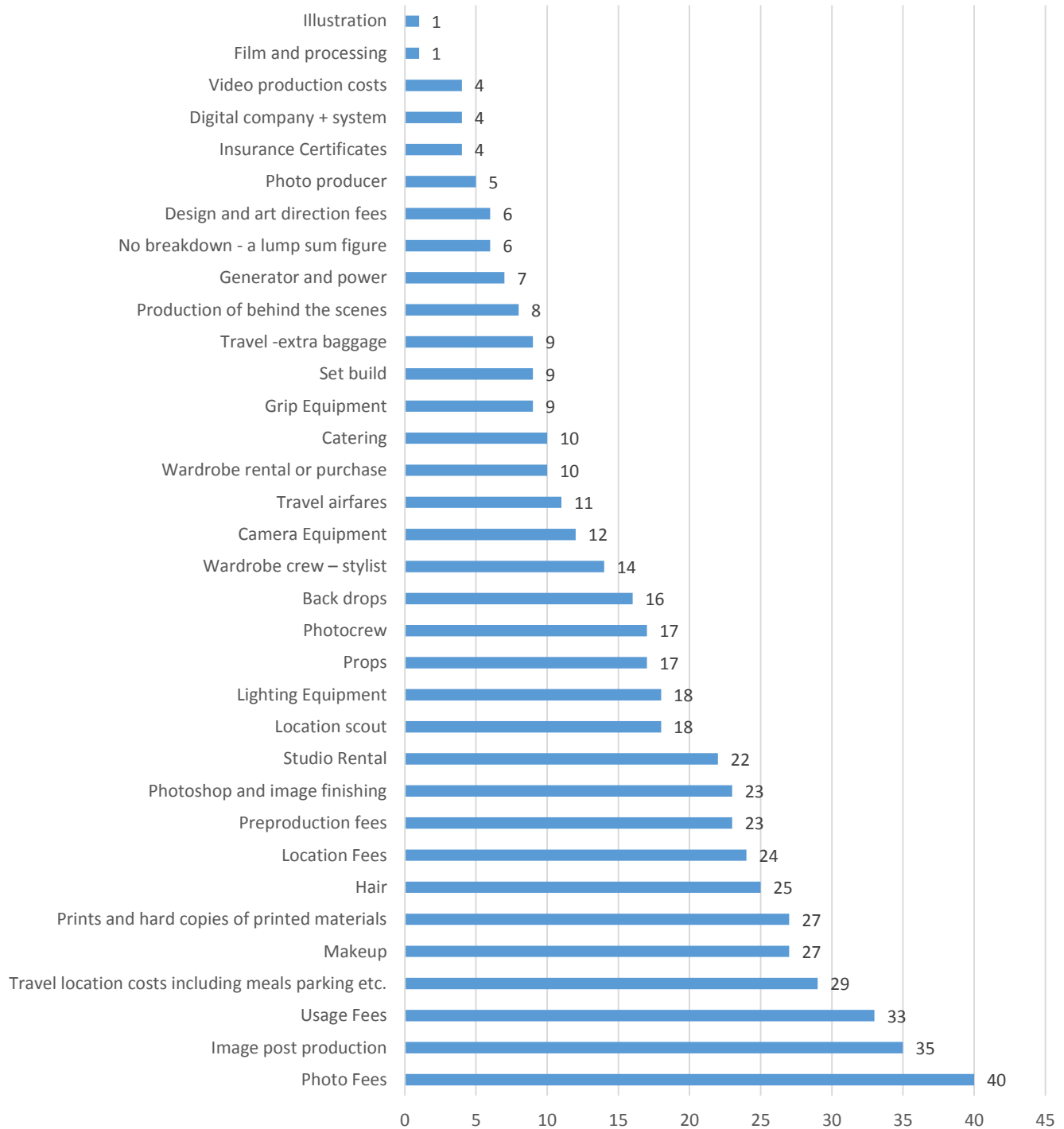
46% reported that they consulted the CAPIC guide for licensing fees.

11% reported that they consulted the Fotoquote guide.

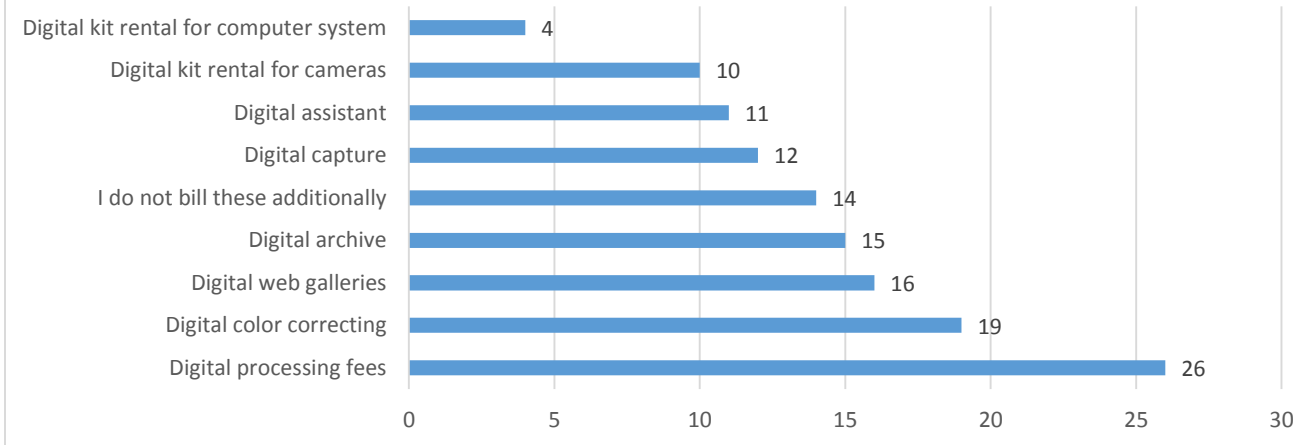
46% reported that they consulted other guides such as Blinkbid or Getty.

The reports indicated that the majority of participants often or always used an Estimate Form for their fees. Many responded that they did not often request a percentage of the estimate payment in advance, or when they did that it would be 50% of the estimate. The following chart illustrates the most commonly included estimates for their work based upon the number of responses received:

What type of details do you include and itemize in your job estimates and confirmations?



What Digital Costs do you charge for additionally above your day rate and included additionally in your budgets?

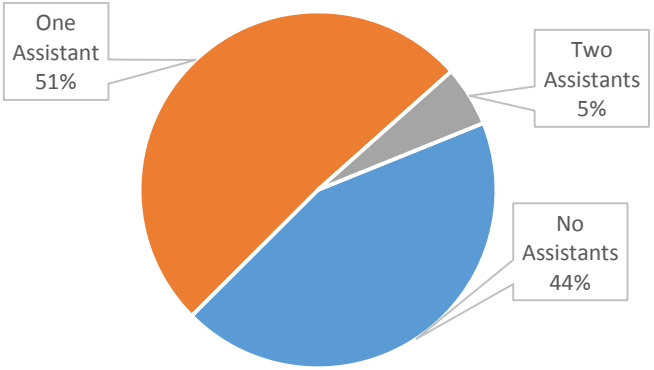


Respondents also indicated that many of them also charge extra digital costs in addition to their day rates with the most common additions being processing fees, color correction and web galleries.

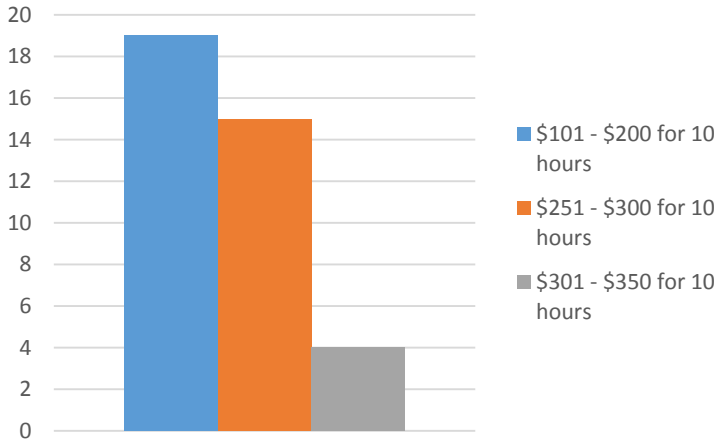
Staffing and On-Site:

The following section summarizes findings on staffing, equipment use and on-site practices.

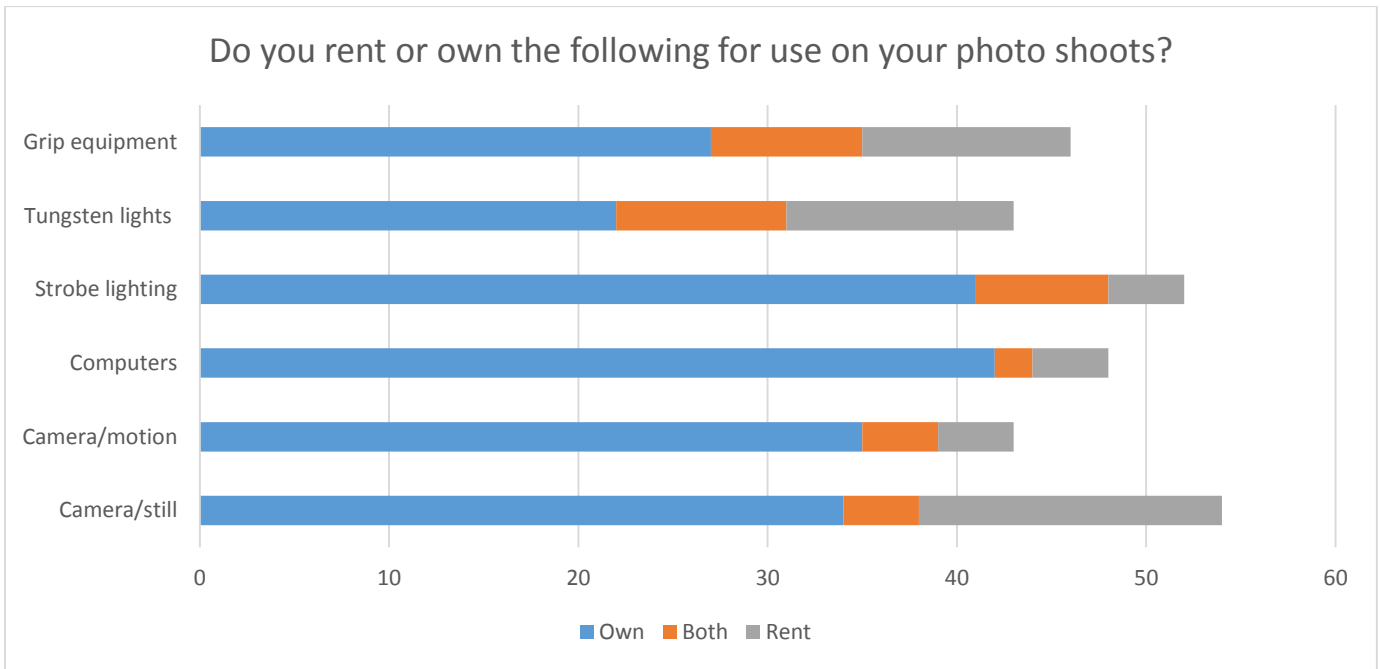
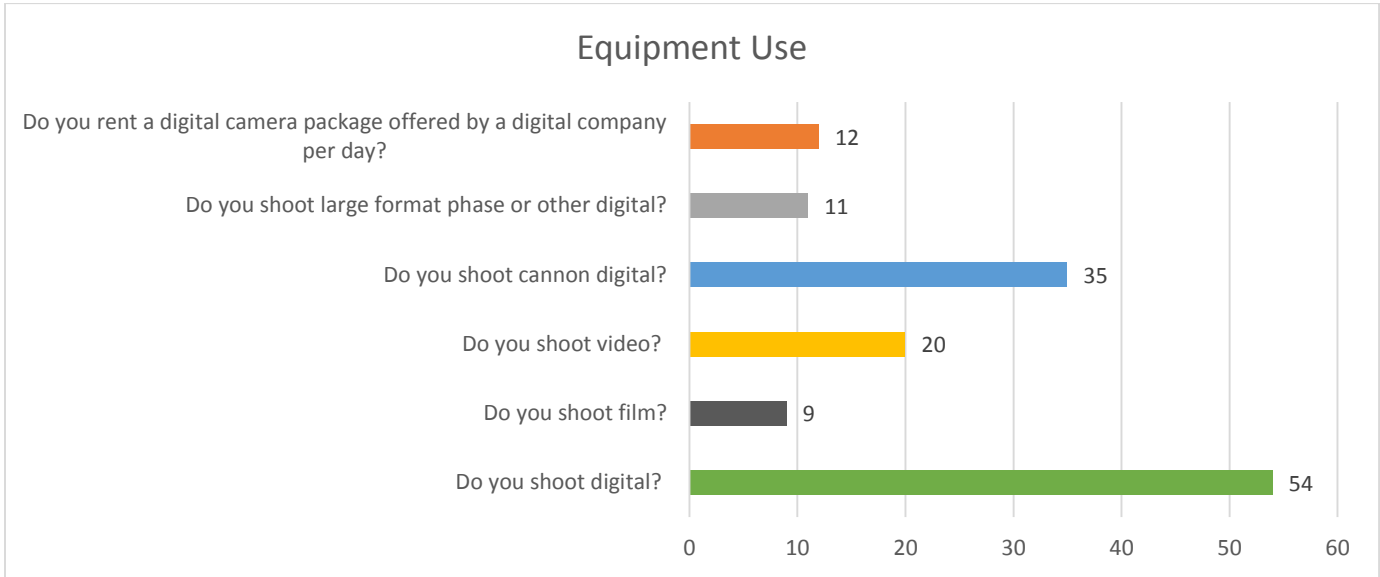
How many Photo Assistants do you work with on average?



What rate do you pay your 1st Photo Assistant?



Most of our respondents indicated that they either worked alone, or with one assistant. The first assistant paid at a rate of \$100-\$200 per time hour period and the majority indicated that they provided pay for overtime work above the normal work day of 8-10 hours.

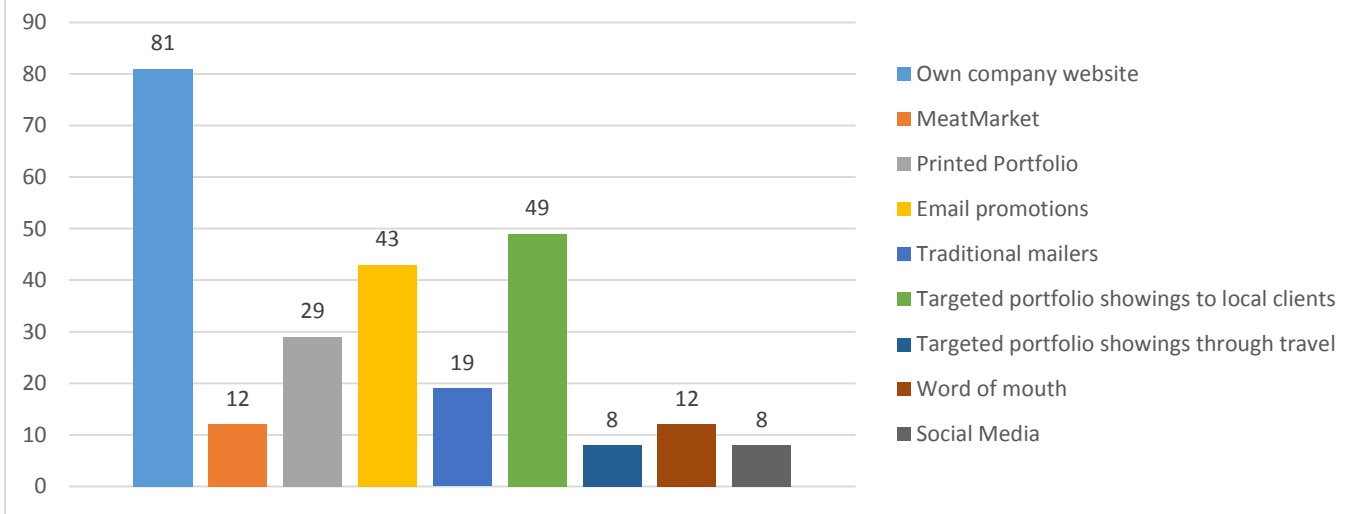


It is clear from our reports about equipment use that the most of our respondents work digitally. Many also indicated that they worked with video in additional to photography. As expected from professionals with their own business, many of our respondents owned their own equipment, and very few rented.

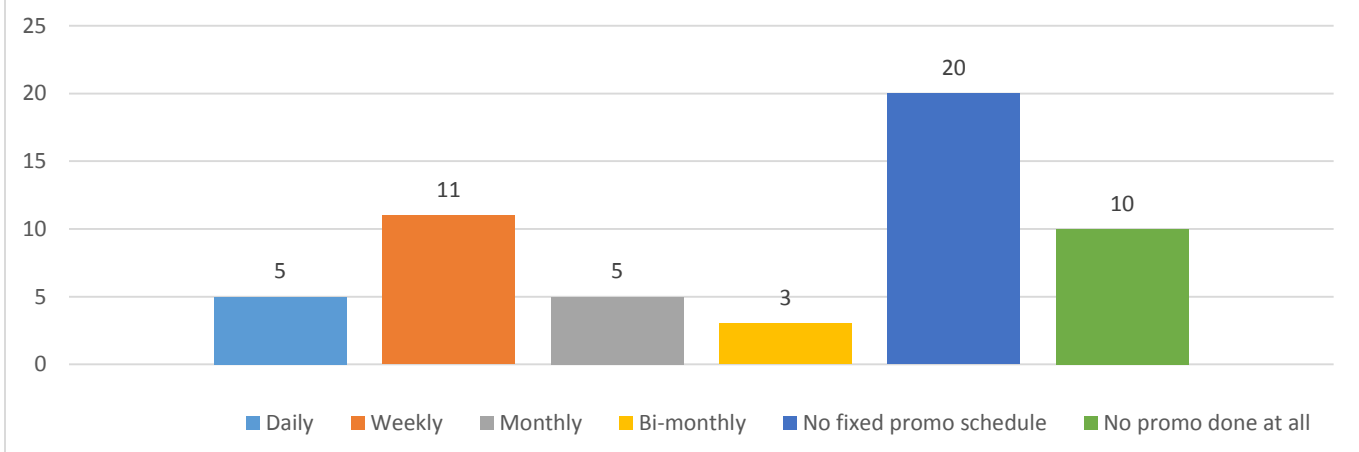
Promotion:

The following section discusses the type of promotional materials used by respondents, how often and where they promote themselves.

How do you promote yourself/your business?



How often do you promote yourself/your business?

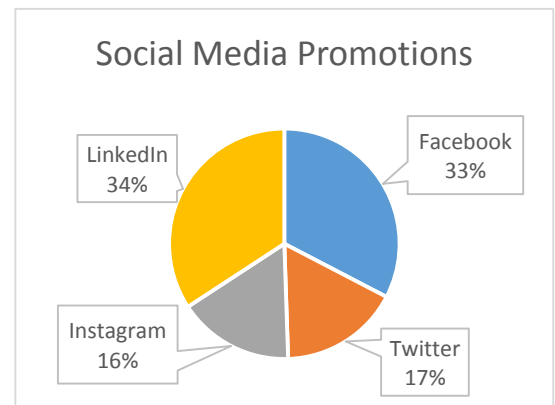


Nearly all of the respondents indicated that they promoted themselves through their personal or business website. Printed portfolios, email promotions and portfolio showing to local clients followed closely behind. Social media and portfolios shown when travelling ranked last.

Most respondents indicated that they did not follow a fixed promotional schedule or communicated through their promotional channels weekly. About one third of respondents indicated that they did not promotion at all for their company.

Though only 8 respondents said that they used social media to promote their business, when they do LinkedIn and Facebook were the most used social media channels.

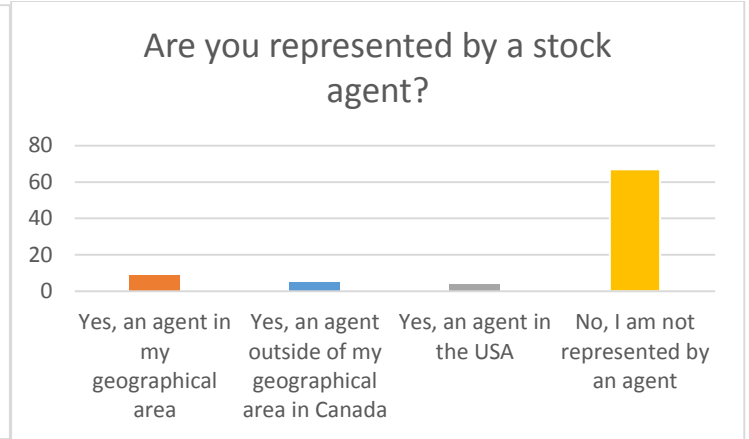
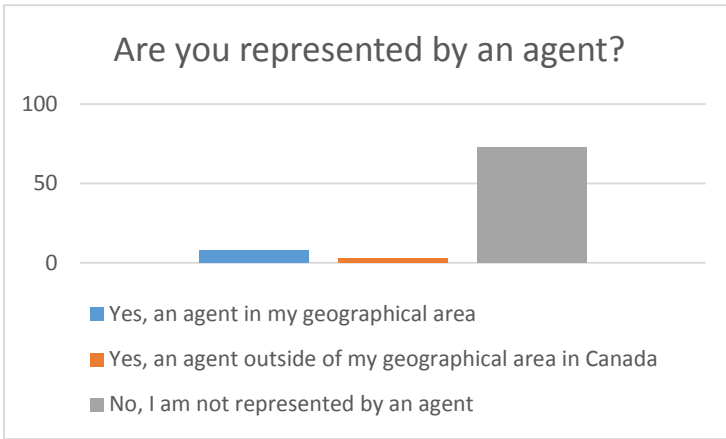
Social Media Promotions



95% of respondents do not regularly travel to outside markets for promotional purposes.

83% of respondents do not work with others to promote their company to outside markets.

Similarly, the majority of our respondents indicated that they do not work with an agenda for stock or otherwise.



Respondents noted that when they did work with a stock service, the following services were used:

