

Day Rate Calculator

Photography & Videography

Document type: Financial model / analysis · Generated 15 Oct 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Computes a sustainable day rate from discrete inputs — your target annual income, realistic billable shoot days (accounting for editing/admin/marketing/seasonality), and overheads — so you charge a day rate that covers a full year on limited shoot days. Use it to set your rate. For project pricing use the Per-Project Economics tool.

Purpose of this tool & output

Set a day rate that actually sustains you

How the output is used

Use it to set a day rate that actually sustains you — a day rate calculator that covers cost, non-billable days and profit.

Who should vet it

A finance-savvy owner, to confirm the day rate covers cost, downtime and a real margin.

Important cautions

You can only bill a fraction of your working days (a shoot needs days of editing/admin, plus lean seasons) — your day rate must cover the year on those few billable days. Most photographers under-charge by ignoring this.

Companion documents

- Studio P&L Modeller
- Per-Project Economics
- Break-Even Analysis
- Pricing Profitability Review
- Equipment Buy-vs-Rent & ROI
- Cash Flow & Seasonality Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.