



WATER | OAK | PIN

— PORTRAIT PHOTOGRAPHY —



AUTHENTIC. NATURAL. TIMELESS.

2026 PHOTOGRAPHY PRICE GUIDE

TORONTO & GTA · PORTRAITS · EVENTS · BRANDING

A market-informed pricing reference for Water Oak Pin Portrait Photography. Rates below combine current Toronto freelance ranges with a competitive Water Oak Pin starting position.

Portrait Photography

SERVICE	DURATION	TORONTO MARKET	WATER OAK PIN
Mini Session	20-30 min	\$100-\$250	\$225
Standard Portrait	45-60 min	\$300-\$600	\$395
Premium Portrait	90-120 min	\$600-\$1,000	\$595
Personal Branding	Varies	\$500-\$1,500	\$695
Executive Headshots	Varies	\$250-\$800	Quote
Family Portraits	Varies	\$400-\$900	Quote
Engagement Session	Varies	\$400-\$1,200	Quote

Typical portrait inclusions: 10-75 edited images, online gallery, colour correction, basic retouching, high-resolution downloads and a typical 50% booking deposit.

Live Event Photography

SERVICE	DURATION	TORONTO MARKET	WATER OAK PIN
Hourly	2 hr minimum	\$175-\$350/hr	\$250/hr
Small Private Event	Varies	\$400-\$900	Quote
Birthday / Anniversary	Varies	\$500-\$1,200	Quote
Corporate Event	Varies	\$800-\$2,500	Quote
Half Day	4 hours	\$900-\$1,500	\$900
Full Day	8 hours	\$1,800-\$3,000+	\$1,600
Gala / Conference	Full day	\$1,500-\$4,000	Quote
Multi-day Conference	Multi-day	Custom quote	Custom quote

Typical event deliverables: approximately 50-100 edited images per hour, online gallery, fast-turnaround options and travel within Toronto often included. Commercial usage varies by assignment.

Common Pricing Structures

Hourly

Most popular for events. Example: 2-hour minimum at \$225/hour with an edited gallery.

Package Pricing

Common for portraits. Example: Mini \$250; Standard \$450; Premium \$750, with increasing session time and image counts.

Flat Event Fee

Example: birthday party up to 4 hours, approximately 300 edited photographs, \$950.

Half-Day / Full-Day

Typical corporate market: half day \$900-\$1,500; full day \$1,800-\$3,000+.

Day Rate + Licensing

Commercial assignments may add editing, commercial licensing, assistants and travel to the photographer's day rate.

Typical Add-ons

ADD-ON	UNIT	TYPICAL PRICE	NOTES
Extra Hour	Per hour	\$150-\$300	Based on availability
Rush Delivery	24 hours	\$100-\$300	Subject to workload
Advanced Retouching	Per image	\$15-\$50	Beyond standard retouching
Additional Edited Photos	Per image	\$10-\$50	When not in package
Second Photographer	Per booking	\$300-\$800	Event dependent
Drone	Per booking	\$200-\$600	Where legally permitted
Studio Rental	Session	\$75-\$250	Added when required
Hair & Makeup	Person	\$150-\$350	Third-party service

Water Oak Pin Starting Position

PORTRAITS	PRICE	EVENTS	PRICE
Mini - 30 min	\$225	2-hour minimum	\$250/hr
Standard - 1 hr	\$395	Half day - 4 hrs	\$900
Premium - 2 hrs	\$595	Full day - 8 hrs	\$1,600
Personal Branding	\$695	Other events	Quote

Market pricing is indicative. Final quotes depend on location, usage rights, production requirements, travel, editing, studio requirements and final deliverables.