

Production Rates

Photography, Video, Web- & Graphic Design



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Keeper of the Light

Some call Axel the photographer with the pink glasses. He has the gift of always seeing the most beautiful and radiant in people. His strength lies above all in the ability to perceive the essence, the spirit of an event or a person and to make it visible through a photograph filled with love and compassion. Axel (*1970) studied design in Krefeld, has been working since his diploma in 1998, mainly in the field of classical graphic- and webdesigns and since 2012 also as a professional freelance photographer and videographer and is the father of 2 children.



Portrait Photography

including online gallery with all successful images to choose from

Time	Package price	Included images	Price p. additional image
½ h	€128*	1	€37*
1 ½ h	€377*	10	€18*
2 ½ h	€477*	10	€18*
4 h	€777*	20	€15*
5 h	€999*	30	€12*
6 h	€1199*	40	€11*

- Delivery of purchased images digitally, in full resolution, viewed and optimized/edited & without watermarks.
- For customers from Germany and for customers from the EU **without** a VAT: all prices **plus VAT** (currently 19%).
- For customers from countries who have a VAT identification number in your country, no VAT is charged.
- Unlimited** use license
(* **Exceptions see axel.media/en/usage)

Wedding Photography

Including online gallery with all successful images to choose from.

All prices for weddings INCLUDE 19% VAT.

Time	Package price	Included images	Price p. additional image
2 h	€999*	100	€15*
3 h	€1120*	100	€15*
4 h	€1299*	100	€15*
5 h	€1499*	150	€11*
6 h	€1650*	150	€11*
7 h	€1799*	150	€11*
8 h	€1955*	200	€10*

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Videography

With **one camera** and / or **one drone**, Full HD 1080p output, generated from 4k footage

The time needed for editing is depending on the complexity of the final video!

Time	Price filming	Price video editing
1 h	€120*	€120*
2 h	€220*	€220*
3 h	€330*	€330*
4 h	€440*	€440*
8 h	€800*	€800*

The background music for video clips is either provided or financed by the customer

Live Music Videos

Full HD 1080p output, generated from 4k footage

Including audio & video editing

Tracks	3 camera setup	5 camera setup
1	€777*	€999*
2	€999*	€1200*
3	€1111*	€1500*

- The background music for video clips is either provided or financed by the customer
- 20% off, if you track & mix the audio.

Websites

Web design & web development. Prices for websites are dependant on scope, features and content

Type	Price starting from
„Web business card“	€750
One pager website with navigation for different sections within the page	€1500*
Wordpress website with subpages using a web page builder	€2000*
Fully customized website with „craft“ or „ExpressionEngine“ content management system	€4000*

- multilingual websites usually require 30-50% additional work/costs per additional language
- logo & privacy policy creation are extra
- all website will be equipped with all necessary SEO (Search Engine Optimisation) preparations & automatic backups
- Banner & illustrations & icon creation are extra
- SEO content creation or strategy development are extra
- Maintenance and updates during operation and training are extra
- content redaction or content development is not included or provided
- any shop system can be integrated

Online Shops

Prices for shops are dependant on scope & features

Type	Price starting from	Monthly shop fees	One time licenses
PayPal Buy Now Button payment solution	€150*	€0	-
Shopify Starter payment solution with shopping cart	€300*	\$5	-
Snipcart ecommerce shop	€500*	€9	-
Stripe Payments ecommerce shop (only with craft)	€1000*	€0	€142
Woocommerce ecommerce shop (Wordpress plugin)	€2000*	€0	€79
Shopware Community Edition ecommerce shop	€3000*	€0	€499
Craft Commerce Pro or CartThrob 7 ecommerce shop	€3000*	€0	€948

Each payment processing often involves 1,9-3% commission of the total transaction, independantly from the shop system

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Graphic design

Graphic design for physical printed products is always including print preparation

Type	Price starting from
Logo	€650
Business card (1 side)	€150*
Business card (2 sides)	€250*
Facebook page banner (Facebook page title image)	€100*
Facebook event banner (Facebook event title image)	€100*
Custom illustration	€150*
Flyer (4-page folded)	€250*
Flyer (6-page with zigzag or wrap fold)	€400*
Book cover design (content)	€500*
Book layout (content)	€2000*

Modular price list

Event & Festival Photography

In order to cater to the individual needs and budgets of individual event organizers, I have put together the following flat rates and, as an alternative to the flat rates, modular time fees plus image usage licenses.

Some organizers only want a simple social media marketing via a Facebook album and possibly a usage license for a few individual images to use these for website, flyer, event announcements, etc. to use.

Other organizers would like to have a separate album on the event website to go with the Facebook album.

However, most people want a flat rate that includes unlimited use of all images: for this purpose, the flat rates are designed for 1, 2, 3 or 4 days.

Flat rates

including unlimited** usage license for all good images selected by me

Flat rate for	Price
1 day (min. 60 img.)	€999
2 days (min. 75 img.)	€1.555
3 days (min. 100 img.)	€1.777
4 days (min. 125 img.)	€2.111

Time fee per event day

Compensation for time spent on location including subsequent time spent for viewing, editing and creating a Facebook album. **Not included:** license to use individual images

When booking	Price per day
one day	€650
2 days	€500
3 days	€450
4 days	€400

Included in this time fee is the creation of a **Facebook album**.

Image use licenses

Usage license for an optional “Impressions” album exclusively on your festival website: €250,-.

Graduated prices for single or several optional Image usage licenses

(unlimited** for any location ...):

Images	Price
1-3	each €37
5	€150
10	€250
15	€350
20	€450

Images	Price
25	€500
30	€550
50	€650
100	€850

Video

I also offer videography on a per day basis.

At events, I require a decision on what the focus should be on that particular day: either photography or videography.

The prices per day or for packages (flat rates) are the same, but **the subsequent additional effort** for video editing **is charged extra** (video editing is more elaborate than image editing):

Video editing for a 3-7min video clip (Full HD 1080p output, generated from 4k footage): starting at. €800,- (the time needed for editing is depending on the complexity of the final video!)

General conditions

- For customers from Germany and for customers from the EU **without** a VAT: all prices **plus VAT** (currently 19%).
- * **For customers from countries who have a VAT identification number in your country, no VAT is charged.**
- * Photography not before 9:30 am and until max. 11 pm per day (exceptions are negotiable)
- Free catering at the event
- Provision of a single accommodation if I do not stay in my car overnight
- Delivery of purchased images digitally, in full resolution, viewed and optimized/edited & without watermarks.
- Unlimited** use license (**Exceptions see axel.media/en/usage)
- The background music for video clips is either provided or financed by the customer
- Travel expenses over 50 km (from 51 km, €0,50 per km) or if necessary the costs of the flight or train ticket

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About & Contact



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Everything from a single source

Art and mathematics were already my two favourite subjects when I graduated from high school. This unique combination of two seemingly opposing talents enables me to offer optimal synergies in my field of activity. When it comes to technical aspects such as programming and automation, I always keep an eye on aesthetic aspects and design. I know how things interrelate and what has to be considered to make everything work in the end. My design follows the

guiding principle “form follows function”, whereby for me the beautiful is also a “function”. Whether logo, flyer or a complete corporate identity, I design every graphic task from the sketch to the artwork, and if desired, I also take care of the printing assignment and quality assurance. More than 20 years of experience and my ability to keep an eye on all aspects of your brand presence support you optimally in the communication of your offerings.

Current work:

- leeliu.me
- michaela-hering.com
- tannerhof.de
- thepranacompany.com
- la-clairiere.com/en
- nelevonmengershausen.com