



Southern African Freelancers' Association

SOUTH AFRICAN FREELANCE MEDIA RATES TRENDS



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INTRODUCTION

The rates below were compiled and based on a rates survey conducted among members of SAFREA, as well as research obtained from relevant media bodies and industry partners. These rates are in line with fees that are reportedly charged by professionals in the media freelance industry in 2016.

By presenting these rates, SAFREA intends to build informed and standardised rates guidelines. However, SAFREA does not intend to influence or control pricing policy. All rates should be agreed between freelancer and freelance employer/client and should be in line with the freelancer's experience and qualifications.

Rates are presented in a range, showing higher and lower fees charged. In most cases, experience and qualifications should determine whether a freelancer would charge a higher or lower rate.

Further notes on freelance rates:

- Charging per word, per hour or per project:

The freelancer and freelance employer should decide whether charging per word, per hour or per project is suitable.

In the publishing industry, popular practice is to use a page rate rather than a word rate for editing and proofreading.

- Urgency:

If the work involves changing priorities and work flow, freelancers are encouraged to add up to 25% to the rate/project fee. If the work requires working nights and weekends, up to 50% may be added.

- Negotiating:

The rates in this report represent trends in fees reported by freelancers. They are meant to serve as an informed starting point for rates negotiations between freelancers and their employers.

In cases where a freelancer is new or inexperienced, it is reasonable to charge at the lower end of the range. Experienced freelancers should charge at the higher end.

Negotiations are a vital part of ensuring fair pay for freelancers. SAFREA recommends that freelancers negotiate reasonably and with relevant industry-related support for fees that are fair and equivalent to the value of time and effort put into their work.

SAFREA provides its members with tools and advice for negotiating rates.



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- Accepting low fees:

SAFREA strongly recommends that freelancers refrain from accepting low or unfair fees. While the nature of freelancing may tempt workers to accept whatever they can get, doing so hurts all freelancers in the long run.

Accepting low rates establishes a precedent that employers may use to justify lowering all freelance rates. SAFREA acknowledges there are some situations where accepting a lower fee is reasonable but it urges freelancers to stand firm behind reasonable rates structures and to negotiate fair pay.

- Protect yourself: T's & C's, quotes and contracts

To protect the freelancer's rights, and to avoid any misunderstandings, SAFREA strongly recommends that a written agreement stating full terms and conditions is made prior to commencement of work.

SAFREA provides members with templates and guidance concerning terms and conditions, quoting and contractual documents.

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WRITING RATES

General:

Type	Per word	Per hour	Project fee
Magazine writing	R 2.50 – 3.50		
Newspaper writing	R 2.00 – 3.00		
Academic theses	R 0.20 – 0.60	R 300 – 400	
Corporate content	R 3.50 – 4.50	R 400 – 800	
Annual reports	R 3.50 – 5.50	R 650 – 1,200	R 1,500 / page
Technical/specialist content	R 4.00 – 4.50	R 500 – 600	
Government docs	R 3.00 – 3.50	R 450 - 500	
Textbooks			R 50 – 75 / page
Ghost writing	R 2.00 – 3.00	R 500 – 550	

Advertising:

Type	Per word	Per hour
Marketing material (brochures, adverts, etc.)	R 3.00 – 4.00	R 400 – 600
Advertorial	R 3.50 – 4.50	R 500 – 800
Copywriting	R 3.00 – 5.00	R 350 – 550

Public relations

Type	Per word	Per hour
Press release	R 3.50 – 4.50	R 450 – 600

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Online

Type	Per word	Per hour	Project fee
Website content	R 3.00 – 3.50	R 400 – 500	R 1,000 / page
Online consumer content	R 3.00 – 3.50	R 400 – 500	R 1,000 / page
Link-building and keyword content	R 0.80 – 1.00	R 400 – 500	
Consumer/Journalism Blog	R 2.00 – 3.50	R 300 – 450	
Corporate/Content Marketing Blog	R 3.00 – 4.00	R 400 – 500	
Web-based copywriting	R 2.50 – 3.00	R 350 – 450	
Email marketing	R 2.00 – 3.00	R 350 – 450	

SOCIAL MEDIA RATES

Type	Per word	Per hour	Project fee
Social media post writing			R 100 /post
Social media management		R 450 – 600	
Social media strategy		R 450 – 500	R 1,000 – 1,500

EDITING RATES

Type	Per word	Per hour
Proofreading	R 0.20 – 0.30	R 250.00 – 350.00
Copy/sub-editing	R 0.35 – 0.50	R 350.00 – 500.00
Magazines	R 0.25 – 0.35	R 400.00 – 500.00
Newspapers	R 0.20 – 0.40	R 400.00 – 500.00
Academic theses	R 0.20 – 0.25	R 300.00 – 400.00
Corporate content	R 0.40 – 0.50	R 400.00 – 500.00

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Technical/Specialist content	R 0.30 – 0.40	R 350.00 – 450.00
General light editing	R 0.20 – 0.40	R 350.00 – 450.00
General heavy structural and language editing	R 0.35 – 0.50	R 300.00 – 600.00
Government documents	R 0.20 – 0.40	R 400.00 – 450.00
Textbooks	R 0.50 – 0.75	R 350.00 – 450.00
Novels/books	R 0.20 – 0.35	R 400.00 – 500.00

TRANSCRIPTION RATES*

Type	Per word	Per hour
Transcription	R 1.50 – 3.00	R 200 – 300

* Rates provided by the Alliance of Language and Media Practitioners (LAMP)

TRANSLATION RATES*

Type	Per word	Project fee
Between English and Afrikaans	R 0.50 – 0.60	
English and an official African language	R 0.60 – 0.70	
Between English and major world languages	R 0.70 – 0.80	
Between English and less common world languages	R 0.80 – 0.90	
Sworn translation		Add 25-30% to the base rate
Specialised translation (e.g. financial, legal, highly technical or scientific)		Add 25-40% to the base rate, depending on the level of specialist knowledge and experience required

* Rates provided by the Alliance of Language and Media Practitioners (LAMP)

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INTERPRETING RATES*

Type	Per hour
Between English and Afrikaans	R 300 – 400
Between English and an official African language	R 300 – 400
Between English and major world languages	R 450 – 550
Between English and less common world languages	R 500 – 600

* Rates provided by the Alliance of Language and Media Practitioners (LAMP)

PHOTOGRAPHY RATES

General:

Type	Per hour	Half-day	Full-day	Project fee
Product, advertising, branding, interiors, architectural	R 1,000 – 1,400	R 3,500 – 5,000	R 7,000 – 9,000	
Event photography	R 900.00 – 1,000	R 4,000 – 4,500	R 7,000 – 8,000	
Advertorial, Editorial, Modelling	R 750.00 – 900.00	R 2,500 – 3,500	R 4,500 – 6,500	
Wedding		R 6,000 – 7,500	R 10,000 – 14,000	Second day: R6,000 – 8,000
Media houses, newspapers	R 700.00 - 800.00	R 2,000 – 2,500	R 4,000 – 5,000	R350 / per half-page image 600 / per full-page image

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Post-production:

Post-production, retouching	R 600 – 650
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Dropbox / FTP	R 3.00 / MB
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Digital Capture Fee processed	R 150 / image
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AUDIO VISUAL RATES**

Camera operator

Type	Per hour	Full-day
Camera with professional sound, proper lighting and stabilised shots, with no edits required	R 2,900 for the first five recorded minutes R850 for each five recorded minutes thereafter	R 3,500

Corporate audio visual presentations:

Type	Fee
Performance fee	R 2,900 for the first five recorded minutes R 850 for each additional five recorded minutes thereafter
Recording fee (per script)	R 2,500 – 3,000 for the first five recorded minutes R 850 for each additional five recorded minutes thereafter

Usage fee

Type	Fee
Once-off or for in-house viewing by staff	Included in recording fee

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Public Location (exhibitions, in-store, events, etc.)	Plus 50% of total recording fee for 12 consecutive months' license
Marketing (used by sales staff, shown to potential clients, etc.)	Plus 50% of total recording fee for 12 consecutive months' license.
Giveaways	Plus 100% of total recording fee for 12 consecutive months' license
Sales	Plus 200% of total recording fee for 12 consecutive months' license
Television broadcast	Plus 100% of the total recording fee for no more than three broadcasts

*** Rates provided by InterTalent*