



2026 SESSION & DESIGN  
*Pricing Guide*



## *Creatively Equine Photography & Design Services*

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# Our Session Process

## Step 1

### LETS CHAT

Start by taking a look at my session offerings included here. Then, send me a message or complete our Session Inquiry Form on our website to help me gather some essential details. Answer as much or as little as you would like; it is just to get the thoughts started!

## Step 2

### BOOK YOUR SESSION

Once we have had a chance to go over your goals and ideas, we will finalize which session is best for you. To secure your session date and time, I require a retainer and a signed contract. Once that is done, you are on the books!

## Step 3

### PLANNING & PREPARATION

Once your retainer payment and contract signature is completed, you will receive our exclusive Session Tips Guide, full of ideas and tips to help plan, prepare and navigate the from booking to the completion of your session. We will also plan a time before your session to go over your final goals, outfits and more.

## Step 4

### SESSION DAY

The big day has arrived! I will arrive well before we are scheduled to start to meet you and your equine(s), answer any last minute questions, assist in final prep, and walk the property looking for the best locations and lighting. Remember, I am just like you - equine obsessed! I am so excited to create something you will love forever, and I make every effort to make this day a fun and relaxing experience for you.

## Step 5

### SNEAK PEEKS, FINAL GALLERY & PRODUCT DELIVERY

Sneak previews of your session will be posted on our social media page within a week of your session date. Then, within 4-6 weeks of your session date, you will receive your online gallery link with all of your final, edited images. From here, you can download, share, and purchase additional professional quality products all from one place. If you have additional physical products in your package, those will follow within 3 weeks of the online gallery to the address supplied.



# Equestrian Sessions

## ALL MAGIC LOOK EQUESTRIAN SESSIONS INCLUDE:

- Email, phone or Zoom consultation
- Access to our digital Equestrian Session Tips Guide
- Edited, high resolution images for personal print and digital uses
- Online gallery for viewing, download and access to our complete line of products
- Location of your choice; travel expenses (if applicable) are additional

### CLASSIC BLACK BACKGROUND - \$500

- 30 minute black background portrait session
- Ideal for one horse and person
- Up to two outfit and/or tack changes
- Includes a mix of horse/people, and horse only poses
- 10 digital images delivered via online gallery

### CLASSIC OUTDOOR - \$500

- 45 minute outdoor portrait session
- Ideal for one horse and person
- Up to two outfit and/or tack changes
- Includes one black background portrait
- 30 digital images delivered via online gallery

### SELECT - \$895

- 1.5 hour outdoor portrait session
- Ideal for two-three horses and people
- Two-three outfit and/or tack changes
- Includes up to five black background portraits
- 50 digital images via online gallery and mailed USB
- \$100 product credit to Magic Look's store

### ELITE - \$1,495

- Two-three hour outdoor portrait session
- Ideal for multiple horses and people
- Unlimited outfit and/or tack changes
- Includes up to seven black background portraits
- Includes a 30 second social media reel
- 85+ digital images via online gallery and mailed USB
- Custom Keepsake USB case
- \$300 product credit to Magic Look's store



# Fine Art & Creative Sessions

## ALL MAGIC LOOK FINE ART & CREATIVE SESSIONS INCLUDE:

- Email, phone or Zoom consultation
- Access to our digital Fine Art Session Tips Guide
- Edited, high resolution images for personal print and digital uses
- Online gallery for viewing, download and access to our complete line of products
- Location of your choice; travel expenses (if applicable) are additional

### FINE ART ESSENTIALS - \$500

- 30 minute equine-only session
- Combination of head portraits and full body portraits
- One horse and up to two tack setups
- 10 fine art style images delivered via online gallery
- \$50 product credit to Magic Look's store

### FINE ART IN ACTION - \$500

Add a little spice to your fine art with our performance based Art in Action session; can be done in an arena or pasture, at liberty or on a lunge line.

- 30 minute equine-only session
- Completely customized, studio-worthy backgrounds
- 10 fine art style images delivered via online gallery
- \$50 product credit to Magic Look's store

### FINE ART PREMIER - \$995

- One hour equine-only session
- Combination of head portraits and full body portraits
- Up to two horses and two tack setups
- 20 fine art style images delivered via online gallery
- Your choice of a 20" x 30" canvas or a 20 page album
- \$100 product credit to Magic Look's store

### FINE ART GOLD LEAF - \$650

- Up to 1 hour application of Magic Look supplied gold or silver foil
- 30 minute equine-only session
- Combination of head and full body portraits
- One tack setup
- 10 fine art style images delivered via online gallery
- \$75 product credit to Magic Look's store

*\*\*Special Note\*\* Gold Leaf sessions are only offered July - September as they require drier air conditions. Horse must have a show coat or be body clipped for this session*



# Marketing Sessions

Perfect for Stallion marketing material, equine sales photos, and more!  
We have a mobile LED lights or strobes for indoor arena sessions if required.

## ALL MAGIC LOOK MARKETING SESSIONS INCLUDE:

- Email, phone or Zoom consultation
- Edited, high resolution images for personal print and digital uses
- Online gallery for viewing, download and access to our complete line of products
- Location of your choice; travel expenses (if applicable) are additional

### MARKETING CONFORMATION - \$300

- 30 minute equine marketing session
- One tack setup (i.e. halter, full western tack, etc.)
- Includes side profiles, 3/4 angle & head portrait
- Outdoor or black background
- Seven digital images delivered via online gallery

### MARKETING PERFORMANCE - \$300

- 30 minute outdoor performance session
- One discipline/rider (i.e. longline, pleasure, etc)
- Includes a tacked, standing side profile
- Seven digital images delivered via online gallery

### STALLION PROMOTIONAL VIDEO - \$700

- Up to 1.5 hour video session
- Up to two disciplines/riders (i.e. liberty, pleasure, etc)
- Up to 4 minute finished promotional video

### COMPLETE MARKETING - \$500

#### One hour marketing session which includes:

- Conformation images; with or without tack
- Performance images; under saddle, longline or at-liberty
- Black background images
- 15 images and completed video file via online gallery
- Up to 3 minute basic sales video add-on: \$200



# Group Minis

Group Mini Sessions are available for groups of 3 or more at a single location on the same day. Session choices are flexible in nature, allowing you and your group the choice of multiple session types to suit their individual needs.

Group Mini sessions are \$250 per customer, and includes one of the below options. Each additional option is only a \$100 add-on. *For example, combining Outdoor Portraits (\$250 base) and adding a Black Background (\$100) and Performance (\$100) would cost a total of \$450.*

Included digital images are released for personal use, and delivered via online gallery links.

Travel expenses (if applicable) are additional and are split amongst participants.

## OUTDOOR PORTRAITS

- One person, horse and outfit
- Fifteen digital images
- *Add additional outfit and 10 images: +\$100*

## BLACK BACKGROUND PORTRAITS

- Horse only, or horse and one person
- Multiple background edit options available, not just black!
- Five digital images

## PERFORMANCE

- One horse; under saddle, at liberty, showmanship, etc
- Seven digital images

## SALES PHOTOS

- One horse
- Outdoor conformation and up close portraits
- Seven digital images



# People Sessions

## ALL MAGIC LOOK PEOPLE SESSIONS INCLUDE:

- Email, phone or Zoom consultation
- Edited, high resolution images for personal print and digital uses
- Online gallery for viewing, download and access to our complete line of products
- Location of your choice; travel expenses (if applicable) are additional

### BRONZE PEOPLE PORTRAITS - \$350

- 30 minute portrait session ideal for senior portraits, couples, etc.
- Ideal for one person and one outfit
- 20 images delivered via online gallery

### GOLD PEOPLE PORTRAITS - \$500

- 1 hour portrait session ideal for family portraits, or seniors/couples with multiple outfits, etc.
- Ideal for multiple people and multiple outfits
- 40 images delivered via online gallery

### WEDDINGS

Magic Look offers wedding photography on a limited basis. Please inquire with event details for a customized quote to ensure availability.



# Commercial & Branding Sessions

Whether you are looking for general marketing content, product or lifestyle photos, our Commercial & Branding sessions deliver exactly what you need to promote your brand, product or service. We can even help curate models to feature, people and equines alike.

Allow Magic Look to bridge the void between your vision and reality!

Inquire for a customized quote.





# Session Tips Guide

Once your session has been booked, you will receive our extensive Session Tips Guide based on your session type.

For example, our Equestrian Session Tips Guide encompasses the following:

PLANNING YOUR SESSION

PREPARING YOURSELF

OUTFITS, ACCESSORIES + SHOPPING GUIDE

PREPARING YOUR HORSE

SESSION DAY MAKEUP + HAIR

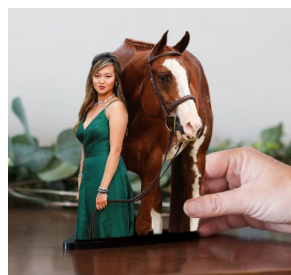
THE SESSION EXPERIENCE

AFTER YOUR SESSION

# Session Products

Your online gallery also gives you access to our complete professional product gallery.  
Products purchased from our store are drop shipped directly to you.

Products include traditional prints and canvases, framed prints in a variety of woods and finishes, stunning acrylic and metal wall prints, every day items like tote bags and phone cases, unique household items such as coasters, and more.





# Session Frequently Asked Qs

## WHAT DO I WEAR?

In addition to our initial session planning consultation, you will receive our Session Tips Guide which is FULL of ideas, tips and recommendations! We will have plenty of time to plan your dream session.

## CAN I FORGOE THE PRODUCT CREDIT TO REDUCE THE SESSION FEE AMOUNT?

By including a credit to be used in most sessions, I hope that you will utilize them to order a product featuring your very own session images. However, the included product credit is complimentary and cannot be redeemed for any monetary value off your session.

## WHAT DO YOU CHARGE FOR TRAVEL?

There is no travel fee for sessions within 50 miles of 98290. Sessions beyond 50 miles will be charged the federal mileage rate. Sessions requiring overnight accommodations will be charged a flat travel rate, depending on distance and travel expenses.

## WHAT IF I WANT TO CANCEL OR RESCHEDULE MY SESSION, OR THE WEATHER IS BAD?

If you need to cancel or reschedule your session, my contract states:

- Retainer is fully refundable for changes over 45 days in advance
- Retainer is non-refundable for changes within 45 days of your session

I am obsessed with weather - so I am always watching it! I love both sunny days and overcast days for shooting - but most of the time, not rain. As we approach your session, I will keep a close eye on the forecast. If it doesn't look to be ideal (my general rule of thumb is over 30% chance of rain and full cloud cover 24 hours ahead) we can reschedule at that time without losing your retainer. We will reschedule a new date at that time.

## WHERE CAN I USE MY IMAGES?

Your session images are released for your personal use, in both digital and print uses. For printing, you can order directly from our professional line of products through your online gallery. If you prefer not to use our professional printing services, you are welcome to download them and print wherever you would like. However, we cannot ensure quality from outside print and product services.

If a third party user (such as a product brand) would like to use one of your images for their own advertising, they need to reach out to Magic Look to purchase a specific Commercial Use Release.

# Design Services

Images used in any print or digital design work must be released by photographer. Social media/web released images may not be used. If you purchase one-time ad use images, photographers can send images directly to [danyelle@magiclookdesign.com](mailto:danyelle@magiclookdesign.com).

## EQUINE AD DESIGN

SINGLE - \$250      2 PAGE SPREAD - \$300      GROUP (3+ PAGES) - \$200

- Full color Ad Design created in the end publication's specifications
- Includes submission to publication(s) if applicable
- Includes one future text modification (ie adding awards, titles, etc.)
- Discounts apply for multiple page spreads maintaining consistent base design

## DESIGN + 2' X 3' SIGN

VINYL BANNER - \$275

- Full color Design on 12oz vinyl with silver grommets in each corner
- Includes shipping tube for storage
- Other sizes available; inquire for a quote
- Direct shipping additional

METAL SIGN - \$300

- Printed vinyl with matte overlaminate on 3mil white aluminum composite
- Two silver grommets in top corners
- Other sizes available; inquire for a quote
- Direct shipping additional

## BANNER STAND - \$425

- 33.5" x 83" tall custom freestanding banner stand
- Printed on polyester fabric using dye sublimation that won't fade over time
- Design rolls down into aluminum base for easy transport
- Includes padded carrying case
- Direct shipping additional



# Design Services continued

## POP UP EVENT DISPLAY

8' X 10' - \$900      10' X 10' - \$1,100

- Fully customized pop up display includes the design of face and two sides
- Dye sublimation on 8.8oz tension fabric that is scratch resistant and washable
- Sets up utilizing a lightweight aluminum frame the collapses into a easily storable size
- Includes a carrying/storage case, and drop shipping

*Note: Professional photos are recommended due to resolution for optimal finished quality*

## LOGO DESIGN - \$295

- Includes your custom logo in both full and single color to cover all your usage needs
- Includes color palette from logo and associated color codes
- Includes jpg, png and eps files

## BRANDING PACKAGE - \$650

- Our complete Branding Package includes a main logo and alternative logo design in both full and single colors, complete color palette, and font(s)
- Includes jpg, png and eps files, as well as font files

## WEBSITE DESIGN - STARTING AT \$1,500

- Completely customized web design
- Utilizes a platform that can you can do simple updates yourself - no coding needed
- Once completed, you can self maintain or we offer website maintenance services
- Inquire for a custom quote





*Creatively Equine  
Photography & Design Services*

SERVING THE PNW & BEYOND

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