



# MODELING INDUSTRY REPORT

## United Arab Emirates

### For the Year 2010

[www.EMODELS.me](http://www.EMODELS.me)  
The No Commission Agency

# UAE Modeling Industry 2010 Report

As UAE has grown into a global capital and become a regional hub for the media, fashion and advertising industries, a need for local models has arisen for the last 7 years. UAE offers opportunities for a more diverse range of models than most fashion capitals of Europe.

We have been monitoring the UAE Modeling Market including location of the models and Hiring Model cost per day for more than 7 years. We hope that this report will provide you an accurate costing for your future projects, helping you to plan the financial charges associated to hiring Models in the UAE.

Model Price list of some UAE modeling agencies might reach more than 350% of the cost described in this report. The detailed costing of this report is based on:

1. End client budgeted cost to hire the Model.
2. The direct financial transaction between the end-client and the Model.

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# TVC's

## Daily Charges To Clients in AED

- TVC Hero 3500 to 5000
- TVC Exclusivity between 12000 to 25000
- TVC Features Extra 1500 to 2500
- Extra Usage of 1000-5000 for Middle East Usage is sometimes added.

\*All Charges are in United Arab Emirates Dirham

# Photography

## Daily Charges To Clients in AED

- Advertising Photography/stills 2000-3000
- Extra usage of 1000-5000 for Middle East
- Editorials 1200-2000
- Catalogues 3000-4000
- Corporate Video 2000- 2500

\*All Charges are in United Arab Emirates Dirham

# Events and Shows

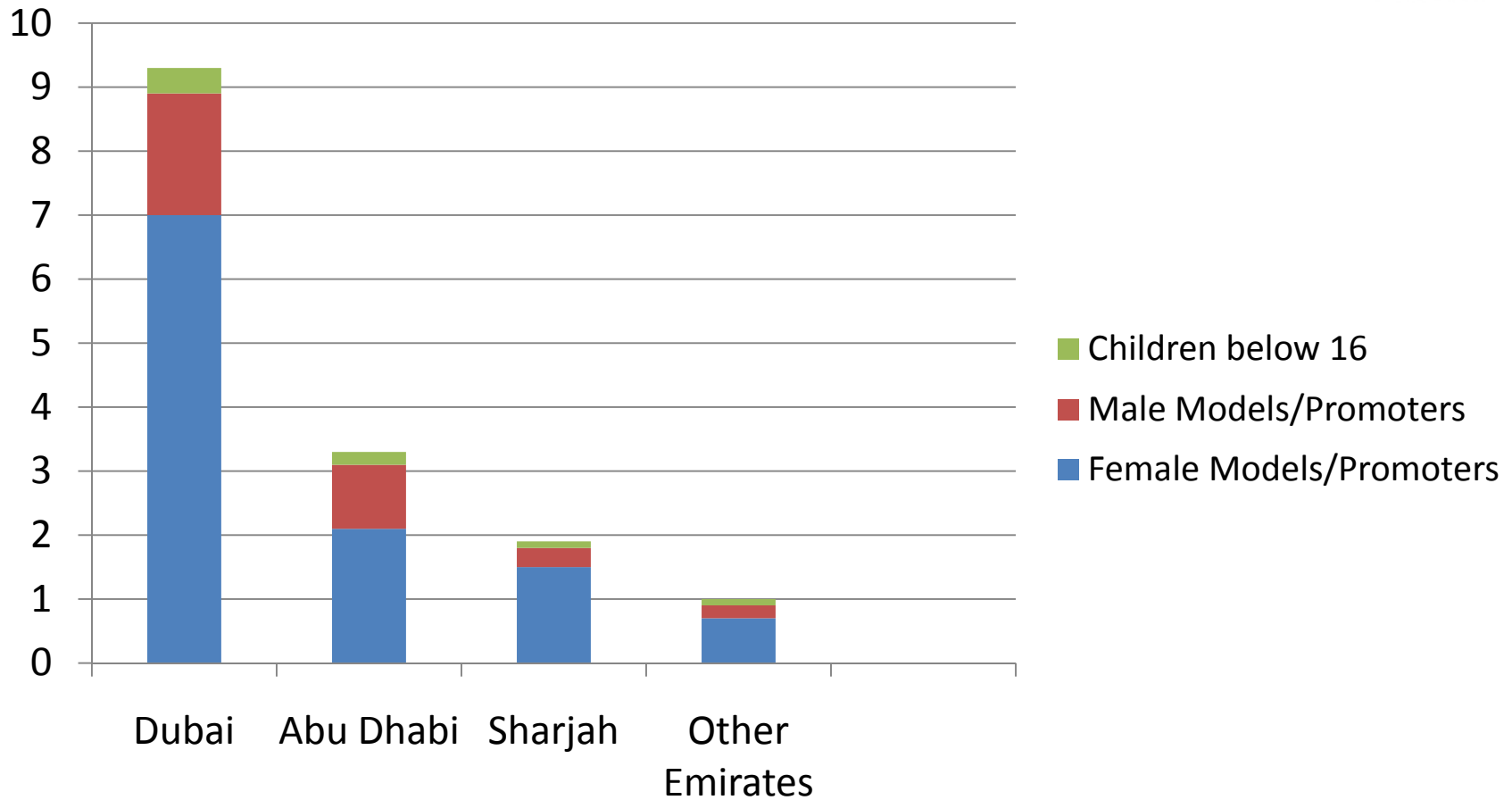
## Daily Charges To Clients in AED

- Fashion Shows 1500-2000
- Events/Promotions 1000-2000

\*All Charges are in United Arab Emirates Dirham

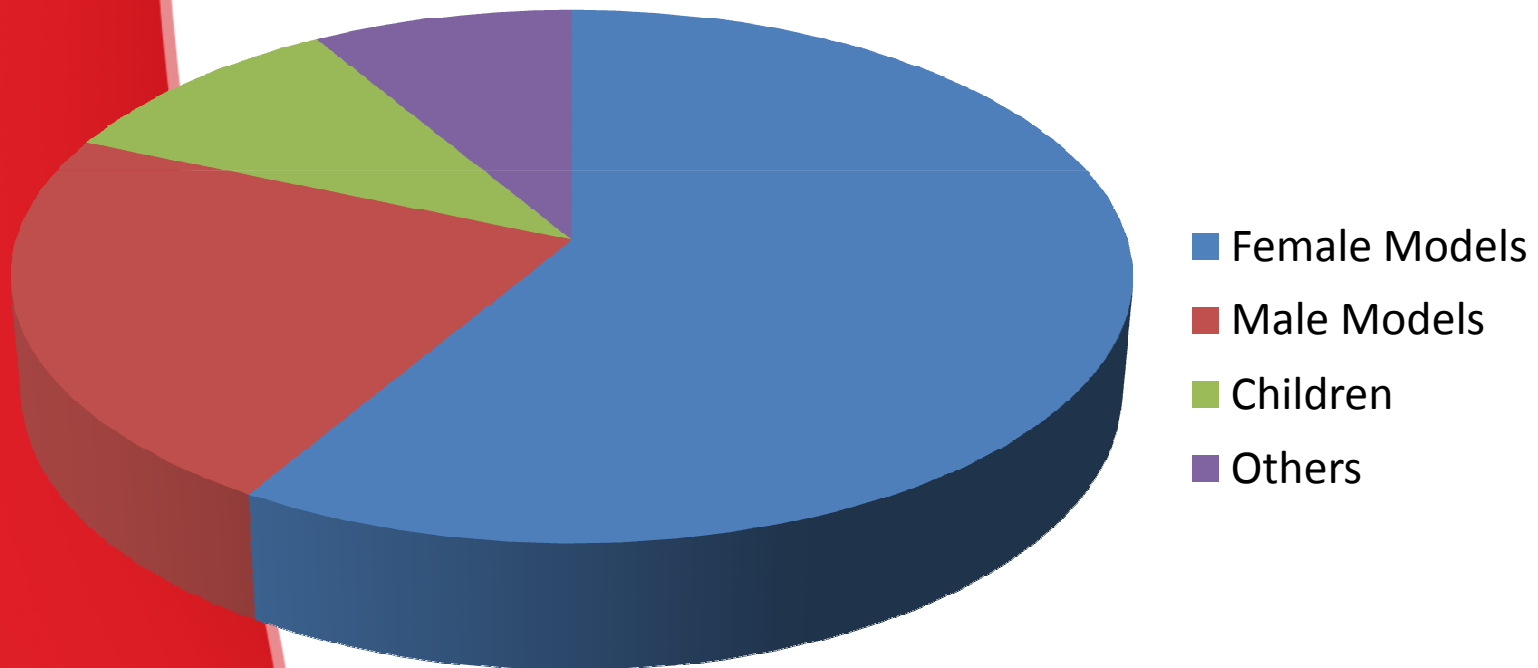
# UAE Modeling Industry

Distribution per Gender and Emirates (Per 100)



# Modeling Industry Activities

## Distribution of the Assignments per Model Gender



Fact: More than 60% of the Modeling Jobs are assigned to Female Models in the UAE.