

The perfect package

Professional photography & room styling
By Aspinall Ink



From cosy cottages to country house hotels;
from shabby chic to five-star splendour;
Aspinall Ink has the perfect photography
package for you.



First impressions

A picture paints a thousand words and professional photography provides the key to creating that narrative because, while good photos may make the viewer smile, great photos will make them want to book a holiday. Aspinall Ink produces photographs that make the viewer wish themselves into the picture, imagining throwing open the shutters onto *that* view, diving into the crystal waters of *that* pool, relaxing on *those* luxurious sofas or lifting *that* glass of champagne in a toast to the perfect holiday.

Professional photography and room styling from Aspinall Ink will help you create a great first impression by presenting your property to its best advantage, with the clever use of props and lighting, giving you high quality, professional images which reflect the style of your accommodation.

From small, cosy cottages to dazzlingly opulent houses and hotels, we work with our clients to create images which will tell the story of their accommodation at a glance and help ensure that the all-important first impression is a good one.

There are four types of package available: Bronze, Silver, Gold and Platinum. Our Bronze package is for smaller properties, while the Silver package is for larger ones. Both of these suit clients wishing to style the property themselves. Gold and Platinum packages are styled by us: Gold for small to medium sized properties and Platinum for larger ones.

Bespoke packages, commissions for groups of properties and hotels packages are also available.





Bronze package

This is the perfect package for clients with small to medium-sized properties, who wish to style and dress rooms themselves.

Our photographer will shoot a maximum of six rooms, using a combination of standard and wide angle lenses. The package also includes three exterior shots, as identified by the client: e.g. rear garden, front of house, the view from the master bedroom window.

Package includes:

- One photographer for half a day's photo shoot
- Half a day's photo editing.
- Minimum three hours in situ.
- Maximum 6 rooms. (List of rooms to be agreed in advance.)
- A minimum of 15 high resolution JPEGs and web-friendly versions of all images supplied on a CD within 10 working days.

Bronze package: £350

Styling tips

To maximise the impact of your images, when styling rooms, please:

- Plump up sofa cushions.
- Ensure beds are neatly made and covers ironed.
- Place towels in bathrooms - ready for use.
- Hide from view any cleaning products or waste bins.
- Tidy away unsightly cables and flexes.
- Light fires.
- Advise us of your preference for having the television on or off in the photos.

Extras

- Additional photographs such as detail shots or photographs of additional rooms are available on request.
- Images from our gallery: wildlife, flowers and the changing seasons, to enhance your website and advertising materials. Photos for web use £25 each and images for printed media £40 per image.

Silver package

This is the perfect package for clients with larger properties which they wish to style themselves.

Our photographer will photograph a maximum of ten rooms, using a combination of standard and wide angle lenses. The package also includes three exterior shots as directed by the client.

Package includes:

- One photographer for a full day's photo shoot.
- A full day's photo editing.
- Maximum of ten rooms. (List of rooms to be agreed in advance.)
- A minimum of 23 high resolution JPEGs and web-friendly versions of all images supplied on a CD within 10 working days.

Silver package: £600

Extras

- Additional photographs (detail shots or photographs of additional rooms) are available on request. Please ask for details.
- Commissions of original photographs of the area surrounding the accommodation to give a flavour of local character.
- Images of wildlife, flowers, local landmarks and seasonal photographs may be available from our photo library. Photos for web use are £25 each and images for printed media are £40 per image.







Gold package

This is the perfect package for clients with small to medium-sized properties, who would like professional styling and lifestyle photography.

Our photographer will shoot a maximum of six rooms, using a combination of standard and wide angle lenses. Also included in this package is a range of detail shots and up to six exterior shots.

Package includes:

- One room stylist for the day and one photographer for a day's photo shoot and a day's editing.
- Maximum 6 rooms. (List of rooms to be agreed in advance.)
- A minimum of 30 high resolution JPEGs and web-friendly versions of all images supplied on a CD within 10 working days.
- Close up images of architectural features and details.
- Exterior photos, gardens and views.
- Lifestyle photographs.



Gold package: £700





Platinum package

This is the perfect package for clients who would like to have professional styling and a combination of accommodation and lifestyle photographs to promote their large properties and outside space.

Working with our stylist, the photographer will shoot a maximum of ten rooms, using a combination of standard and wide angle lenses. Also included in this package is a range of detail shots using a macro lens and up to six exterior shots.

Package includes:

- One room stylist and one photographer for a day's photo shoot and day's editing.
- Maximum 10 rooms. (List of rooms to be agreed in advance.)
- A minimum of 45 high resolution JPEGs and web-friendly versions of all images supplied on a CD within 10 working days.
- Close up images of architectural features and details.
- Exterior photos, gardens and views.
- Lifestyle photographs.

Platinum package: £800





Lifestyle images

Our stylist and photographer work together to create lifestyle images to give properties that 'wish you were here' appeal that customers are looking for. By liaising closely with our clients, we find the best way to create the perfect mood to showcase the unique qualities of their accommodation.

Clients may choose to supply their own props, such as fresh flowers and bowls of fruit or take advantage of one of our bespoke 'Style packs'.

Styling is not restricted to indoors: just as much care and attention is paid to outside shots.

Style packs

Even in the most delightful of properties, a few little 'added extras' may help to create the mood needed and to set the scene of the type of holiday you are offering. We offer a range of style packs:

- Romantic
- Luxurious
- Outdoor
- Family friendly
- Dog friendly

Style packs include a variety of things which guests might enjoy on holiday, such as: champagne, chocolates, fresh flowers, artisan bread, cakes, fresh fruit, lifestyle magazines, board games and walking boots. These can be combined to give your property an attractive bespoke ambience. Prices for style packs are available on request.





Attention to detail

If you wish to showcase the extra touches you give to your accommodation, we can highlight these with some detail shots.

Our photographer can create stunning images of key architectural features, house names, sculptures, homely touches and works of art.

Detail shots are included in our Gold and Platinum packages and a bespoke 'Detail package' may be added to both the Bronze and Silver packages on request.

Bathroom

Salle de Bain



After dark

If you require evening and night time shots, please talk to us about including an overnight stay.

Include a review

If our team will be staying with you for a day or two, why not enquire about a travel review? Aspinall Ink also provides reviews for a range of magazines and travel websites, including A Luxury Travel Blog and Love my Trips.

Food photography

We are also available for food photography.





What our clients say

"We met Aspinall Ink via Twitter. They were an absolute delight to work with. They delivered some wonderful shots of the holiday cottage and the estate, to be used online and print, as well as an honest and professional review, providing us with exactly what we were looking for."

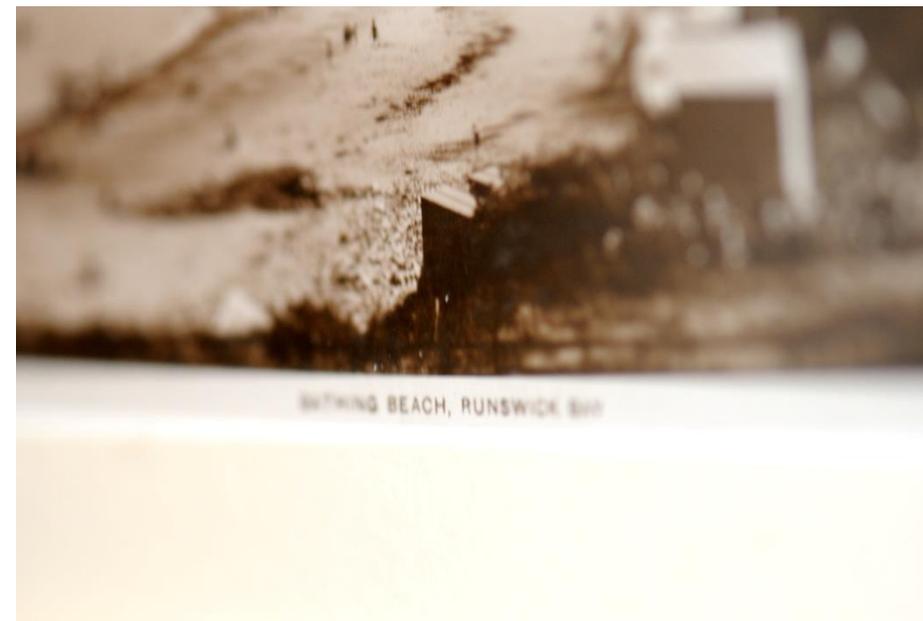
Rachel Albanese, National Trust, Hardwick Hall





“Working with Aspinall Ink was easy from start to finish. To find people who can provide stunning photography and great journalism was the perfect package for us and we have no hesitation in recommending their services. We're really pleased with our review and photos of Crab & Lobster Cottage and look forward to working with them again soon.”

Helen Massey, Romantic Cottage Holidays





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