RESOURCE · 10

A BRAND GUIDE · FOR MARKETING TEAMS

Influencer Pricing Benchmark Guide.

A market-tested reference to influencer rates in 2026 — what drives them, where the numbers actually sit by platform and tier, and how to negotiate from an informed position rather than a gut feeling.

01	02	03	04	05
Drivers	Instagram	TikTok	YouTube	LinkedIn

A BRAND GUIDE TO INFLUENCER MARKETING RATES

Influencer Pricing Benchmark Guide.

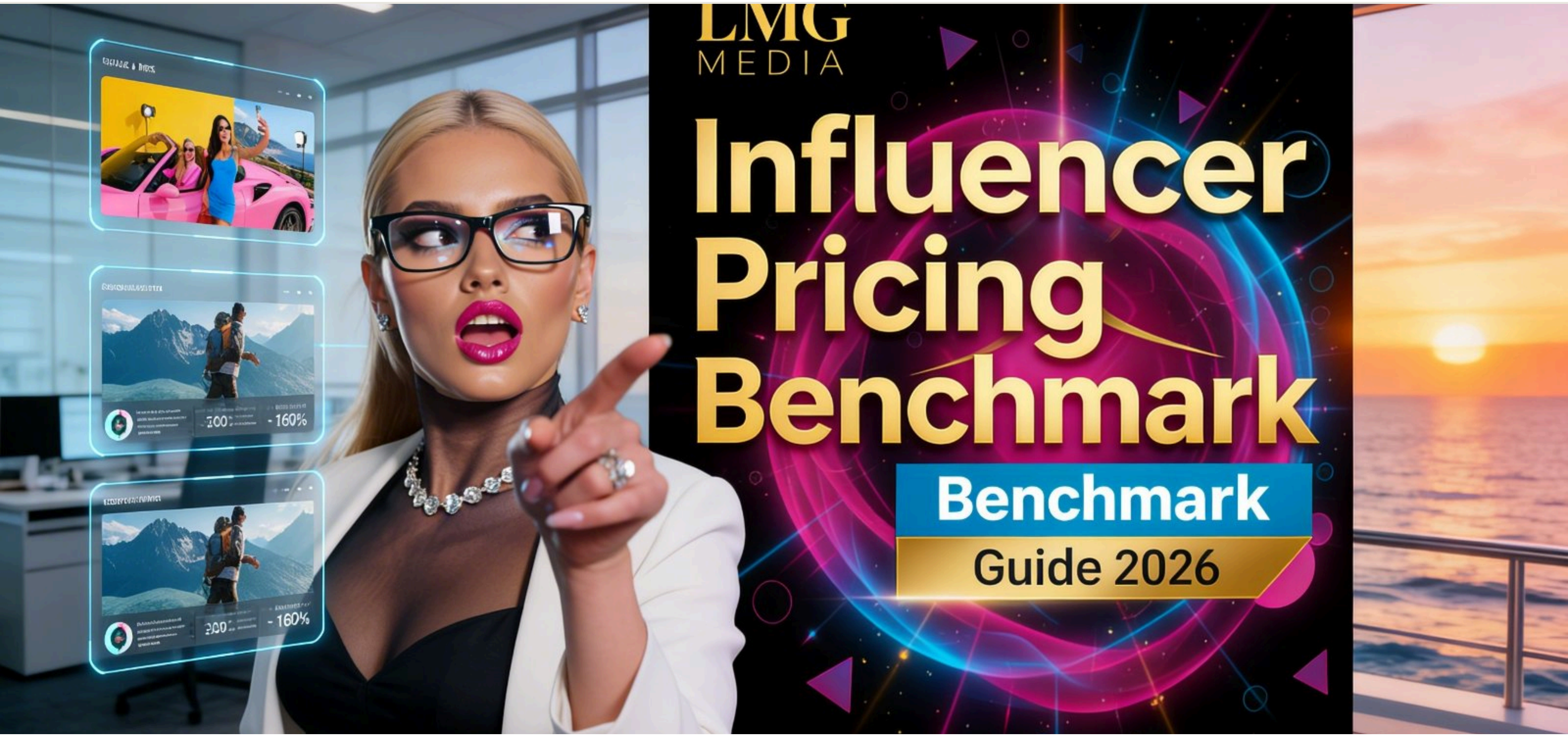
"This opacity benefits nobody except the most sophisticated negotiators. Brands without benchmark data overpay. Creators without market knowledge undercharge."

DOCUMENT	PLATFORMS COVERED	AUDIENCE
Resource 10	IG · TikTok · YouTube · LinkedIn	Brands & Marketing Teams

INSIDE THIS GUIDE

Nine parts · Twenty-eight pages

Contents.



INTRODUCTION

Why pricing transparency matters.

Influencer marketing is one of the least transparent commercial channels in digital marketing. Unlike paid social advertising — where platform auction dynamics create broadly comparable market rates — influencer pricing is determined by individual negotiation, with rates varying enormously for creators who appear, on the surface, to be comparable.

This opacity benefits nobody except the most sophisticated negotiators. Brands without benchmark data overpay. Creators without market knowledge undercharge. Agencies without rigorous rate tracking lose credibility with both sides.

This guide is our contribution to greater transparency. The rates presented are drawn from LMG Media's campaign experience across hundreds of creator partnerships in 2024 and 2025, supplemented by publicly available market research and creator economy reports.

They represent realistic market ranges — not aspirational figures or floor prices — and should be used as a starting framework for budget planning and negotiation, not as fixed prices.

This guide is structured so the platform-by-platform rate tables can be read on their own — but the framework chapters around them matter at least as much. A rate quoted to you is just a number until you understand the factors that justify it sitting above or below the benchmark.

Engagement quality, content format, niche category, usage rights, exclusivity, geographic market, and content shelf life all move rates meaningfully. A creator quoting 50% above benchmark for a high-engagement, premium-niche, full-usage-rights deal may be entirely fair. The same rate for a benchmark-engagement, standard-niche, channel-only deal is not.

What you'll find in each section: the headline rate table for the platform and format, the drivers that move rates above or below benchmark, and the package economics that typically govern multi-deliverable deals.

> *Brands without benchmark data overpay. Creators without market knowledge undercharge. The remedy is the same on both sides: transparency.*
>
> — LMG MEDIA PRICING DESK

01

For budget planning

Use the benchmark tables for initial budget assessment and to size programmes responsibly.

02

For rate evaluation

Use the rate-driver sections to evaluate why a specific quote sits above or below benchmark.

03

For negotiation

Use the additional-fees and negotiation framework sections to approach discussions with confidence.

"The pricing tier framework — where every rate quote begins."

PART 01 · WHAT DRIVES PRICING

Eight factors that move every rate quote.

Before the numbers, the framework. Influencer rates are determined by a combination of factors — understanding them allows you to evaluate any rate you receive against an informed logic rather than a gut feeling.

Some factors are visible from the creator's public profile. Others are revealed only in the brief, the contract, or the data the creator shares behind closed doors. The chapter that follows covers all eight.

Read it before opening any rate card in this guide — the same headline rate can be entirely reasonable in one configuration and significantly overpriced in another.

THE EIGHT RATE DRIVERS

1.1
Follower Count

The most visible factor and the least reliable predictor of value. Use it as a starting point, not a conclusion — it tells you nothing about engagement quality or commercial conversion.

1.2
Engagement Rate

Significantly better predictor of audience responsiveness than follower count. Above-benchmark engagement commands a premium; below-benchmark engagement should be negotiated down regardless of reach.

1.3
Content Format

A 60-second Reel requires more creative work than a static post. A dedicated YouTube video requires more than an integrated mention. Rates should reflect format complexity.

1.4
Platform

YouTube commands the highest rates; TikTok typically the lowest for equivalent reach. Each platform reflects different production effort, engagement dynamics, and commercial infrastructure.

1.5
Niche Category

Luxury, finance, technology, and beauty command premiums because their audiences have higher purchase intent and category spending power. Lifestyle niches typically rate at or below benchmark.

1.6
Usage Rights

The right to use creator content beyond the creator's own channel. Frequently the largest source of budget surprise in negotiations. Always clarify upfront, never retrofit.

1.7
Exclusivity

Requiring a creator to refrain from competitor promotion carries a premium of 20–50% of the base rate, depending on category and exclusivity window length.

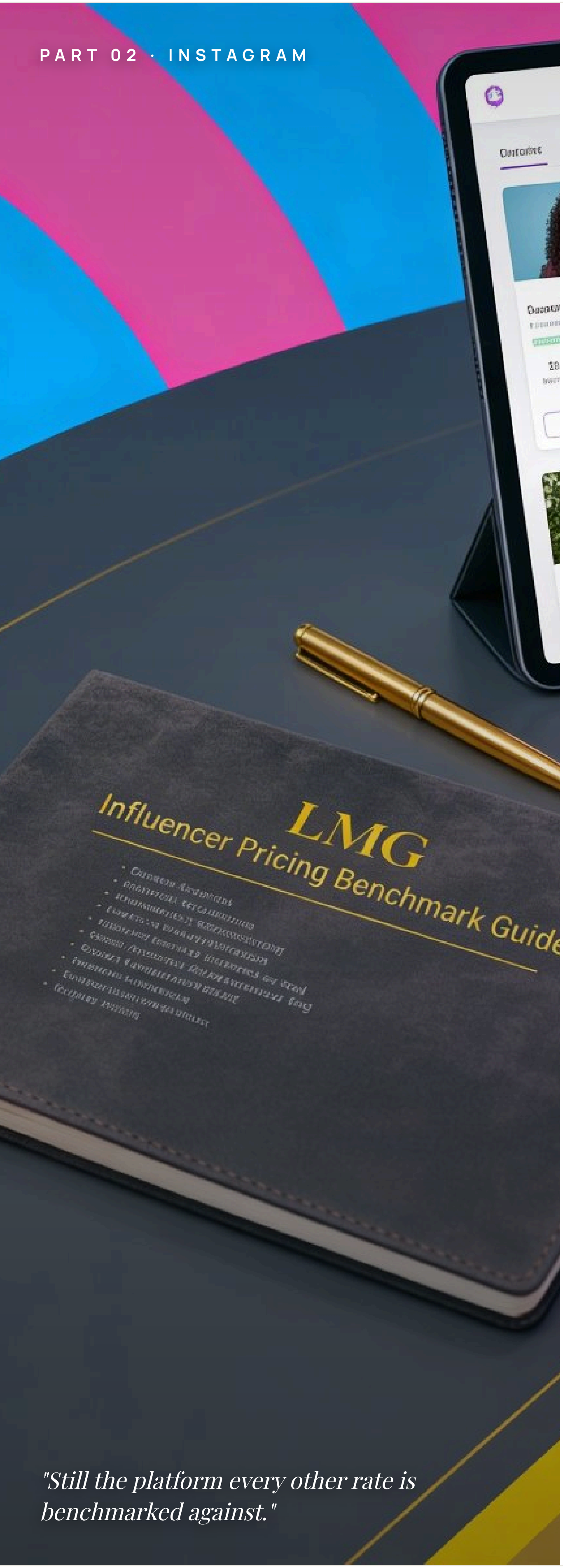
1.8
Geographic Market

US and UK rates are the global benchmark. UAE is comparable or above; Europe varies by country; Australia sits slightly below; Asia varies significantly by country and tier.

BENCHMARK ENGAGEMENT RATES BY TIER

Instagram · 2026 · interactions ÷ followers

Creator tier	Follower range	Benchmark engagement rate
Nano	1K–10K	5–10% · highest engagement, smallest reach
Micro	10K–100K	3–6% · the workhorse tier for value
Mid-tier	100K–500K	1.5–3% · where most paid campaigns land
Large	500K–1M	1–2% · brand-scale reach



PART 02 · INSTAGRAM

The platform every other rate is benchmarked against.

Instagram remains the primary influencer marketing platform globally — and the market against which all other platform rates are most commonly benchmarked. Read this chapter first, then read every other platform chapter relative to it.

Four headline formats — **Feed, Reels, Carousel, Stories** — each priced differently. Most campaigns combine two or three of them, and the package economics matter: bundled rates almost always beat the sum of individual prices.

PART 02 · INSTAGRAM

Feed posts & Reels.

2.1 · Instagram Feed Post *single static image*

2026 · USD

Tier	Followers	Rate
Nano	1K – 10K followers	$75 – $400
Micro	10K – 50K followers	$400 – $2,000
Upper Micro	50K – 100K followers	$2,000 – $4,000
Mid-tier	100K – 300K followers	$4,000 – $10,000
Large	300K – 1M followers	$10,000 – $30,000
Mega	1M+ followers	$30,000 – $125,000+

Rate drivers. Engagement rate above or below benchmark moves rates ±20–30%. Niche premium for luxury, finance, or beauty adds 15–40%. UAE / Dubai geographic premium adds 10–25%.

2.2 · Instagram Reels

+20–40% PREMIUM VS. FEED

Tier	Followers	Rate
Nano	1K – 10K followers	$100 – $600
Micro	10K – 50K followers	$600 – $2,500
Upper Micro	50K – 100K followers	$2,500 – $5,000
Mid-tier	100K – 300K followers	$5,000 – $12,500
Large	300K – 1M followers	$12,500 – $45,000
Mega	1M+ followers	$45,000 – $175,000+

Why Reels carry a premium. Short-form video requires more creative work — concept, shoot, edit, sound — and delivers higher algorithmic reach. The 20–40% premium over feed posts reflects both effort and value.

PART 02 · INSTAGRAM · CONTINUED

Carousels & Stories.

2.3 · Instagram Carousel Post *multi-image*

+10–20% ABOVE FEED

Tier	Followers	Rate
Micro	10K – 50K followers	$450 – $2,200
Upper Micro	50K – 100K followers	$2,200 – $4,500
Mid-tier	100K – 300K followers	$4,500 – $11,000
Large	300K – 1M followers	$11,000 – $35,000
Mega	1M+ followers	$35,000 – $150,000+

When to choose carousel. Educational content, "before/after" beauty, recipe walkthroughs, and any narrative that needs more than one frame to land. Save rate consistently outperforms single images.

2.4 · Instagram Stories *per 3–5 frame set*

EPHEMERAL · 24-HOUR LIFE

Tier	Followers	Rate
Micro	10K – 50K followers	$200 – $1,000
Upper Micro	50K – 100K followers	$1,000 – $2,500
Mid-tier	100K – 300K followers	$2,500 – $6,000
Large	300K – 1M followers	$6,000 – $18,000
Mega	1M+ followers	$18,000 – $75,000+

Stories economics. Most commonly included as an add-on to a feed post or Reel partnership at a reduced combined rate — rarely priced as standalone content.

PART 02 · INSTAGRAM · CONTINUED

Package deals & combined rates.

Most Instagram campaigns include multiple formats from the same creator. Bundled rates almost always beat the sum of individual prices — and represent the most common shape of a real-world Instagram deal.

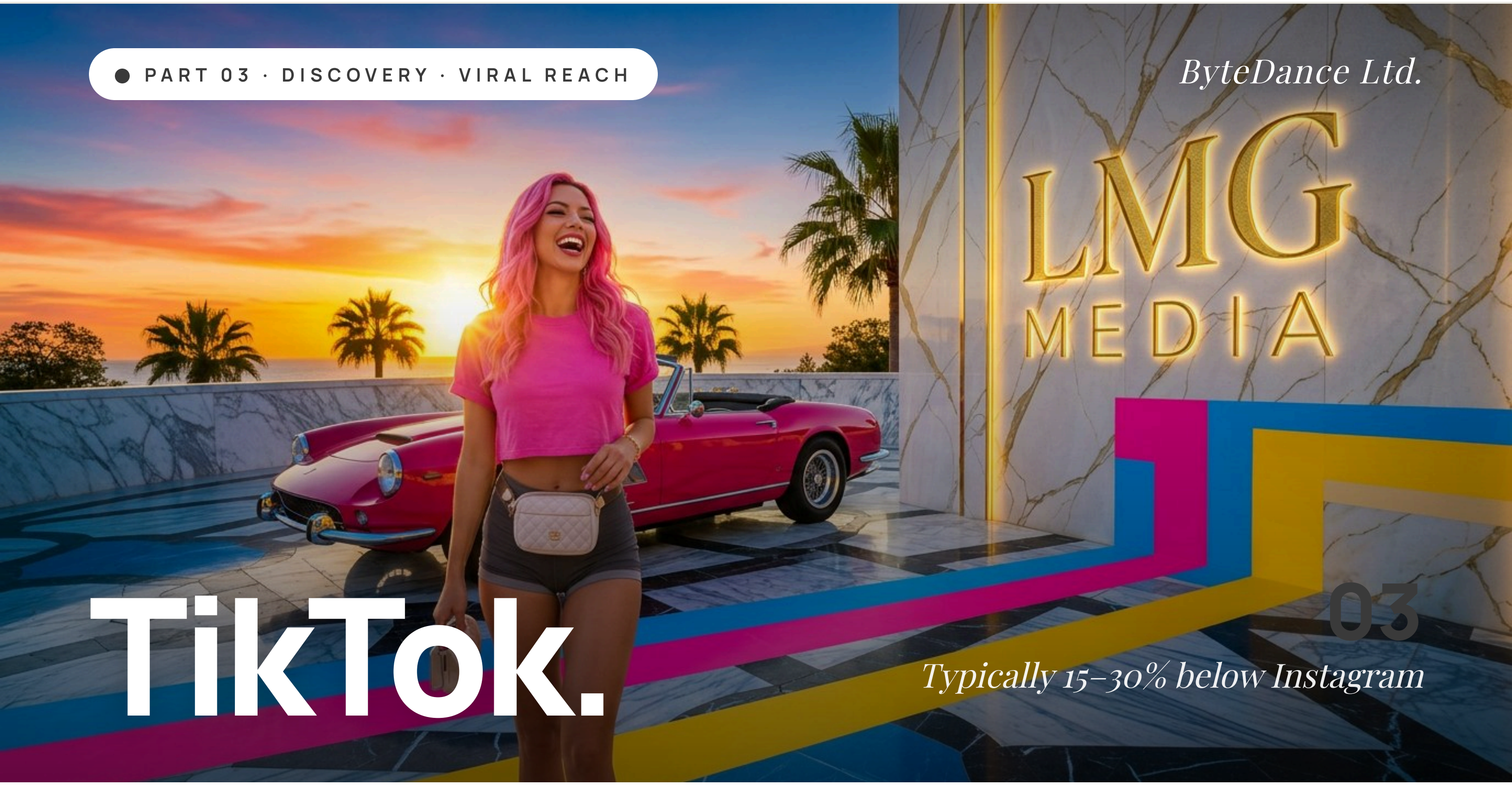
COMMON PACKAGE MULTIPLIERS

Package A	Feed post + Stories set	1.3 – 1.5× feed post rate
Package B	Reel + Stories set	1.2 – 1.4× Reel rate
Package C	Feed + Reel + Stories	1.6 – 2.0× feed post rate

WORKED EXAMPLE — MID-TIER CREATOR

Creator profile	Mid-tier · 250K Instagram followers
Feed post (single)	$7,000 benchmark
Reel (single)	$9,000 benchmark
Stories set (single)	$4,000 benchmark
Sum of individual rates	$20,000
Package C · all three	$11,200 – $14,000 · 30-44% discount

Package principle. The discount reflects the lower administrative cost and the value to the creator of a single-day production for multiple deliverables. Always ask for package economics when commissioning more than one format.



PLATFORM SNAPSHOT

Lower production expectations, higher-frequency content — and TikTok Shop changes the economics again.

TikTok rates are typically 15 to 30 percent lower than Instagram equivalents at comparable follower counts, reflecting the platform's lower production expectations, younger average audience, and the fact that many TikTok creators produce content at higher frequency and lower per-post effort than Instagram creators.

For ecommerce brands, the more interesting line is **TikTok Shop** — affiliate-style partnerships at the micro and nano tier deliver the most cost-efficient influencer formats currently available, with brands paying primarily for results rather than reach.

The third pricing surface — **Spark Ads** — covers the right to boost a creator's organic post as a paid ad, and carries an additional usage fee on top of the base rate.

PART 03 · TIKTOK

Standard video, Shop, and Spark Ads.

3.1 · TikTok Standard Video

2026 · USD · 15–30% BELOW IG EQUIVALENT

Tier	Followers	Rate
Nano	1K – 10K followers	$75 – $350
Micro	10K – 50K followers	$350 – $1,500
Upper Micro	50K – 100K followers	$1,500 – $3,500
Mid-tier	100K – 500K followers	$3,500 – $10,000
Large	500K – 1M followers	$10,000 – $25,000
Mega	1M+ followers	$25,000 – $100,000+

3.2 · TIKTOK SHOP CREATOR CAMPAIGNS

Structure	Typical economics
Flat affiliate only	10 – 20% of sale value
Flat fee + reduced affiliate · micro tier	$100 – $500 + 8–15% commission
Performance-based bonus	Base commission + bonus above defined sales threshold

Why this matters. TikTok Shop campaigns at the micro and nano tier are among the most cost-efficient influencer marketing formats available for ecommerce brands — brands pay primarily for results rather than reach.

3.3 · TIKTOK SPARK ADS whitelisting · 30-day period

Tier	Additional usage fee per 30-day boost
Micro	$150 – $500 additional
Mid-tier	$500 – $2,000 additional
Large / Mega	Negotiated case by case — typically 25–50% of base rate per month

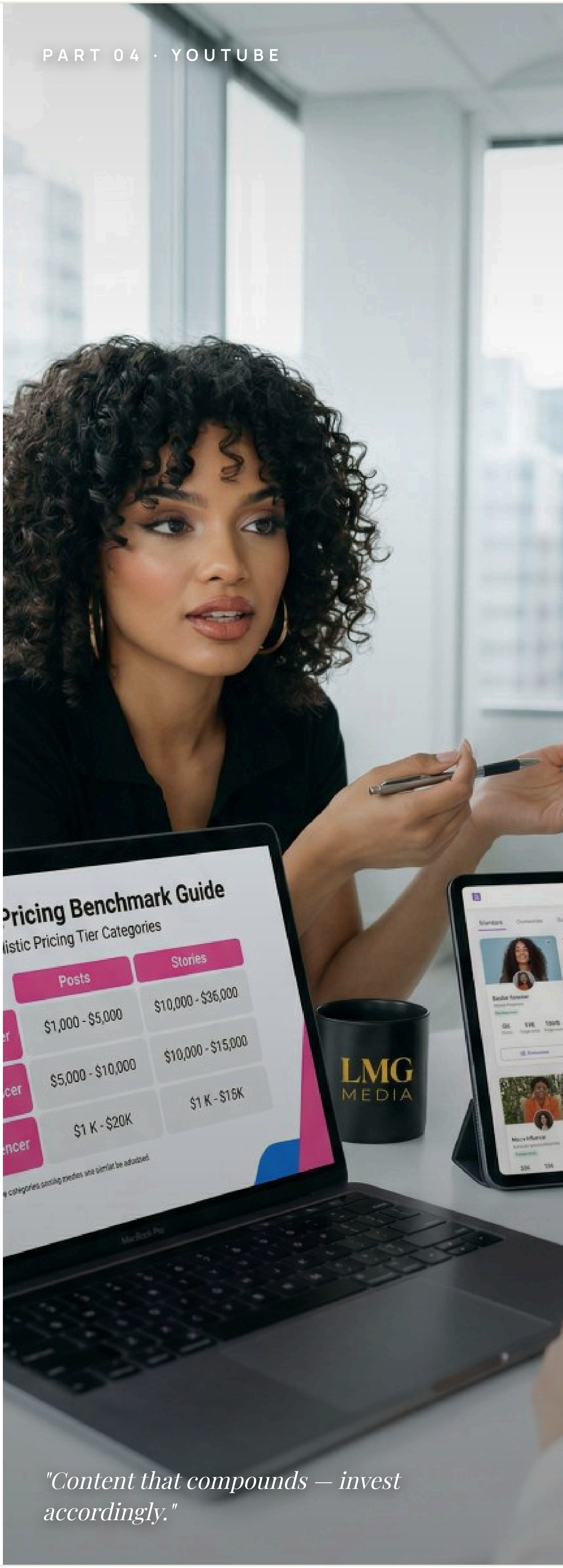
PART 04 · YOUTUBE

The highest rates of any platform — and the longest shelf life.

YouTube commands the highest rates of any platform, reflecting the greater production effort involved in long-form video content, the longer shelf life of YouTube content, and the generally higher purchase intent of YouTube audiences.

Three pricing surfaces matter: **integrated mentions** (60–90 seconds within a longer video), **dedicated videos** (entire video focused on the brand), and **YouTube Shorts** (priced comparably to TikTok).

A useful cross-check on all of them is **view-based CPM** rather than subscriber count — a creator's average views per video is a more honest signal of audience size than their subscriber number.



"Content that compounds — invest accordingly."

PART 04 · YOUTUBE

Integrated mentions & dedicated videos.

4.1 · YouTube Integrated Mention *60–90s within a longer video*

2026 · USD

Tier	Subscribers	Rate
Micro	10K – 50K subscribers	$500 – $2,500
Upper Micro	50K – 100K subscribers	$2,500 – $6,000
Mid-tier	100K – 500K subscribers	$6,000 – $18,000
Large	500K – 2M subscribers	$18,000 – $50,000
Mega	2M+ subscribers	$50,000 – $250,000+

4.2 · YouTube Dedicated Video *entire video on brand/product*

2–3× THE INTEGRATION RATE

Tier	Subscribers	Rate
Micro	10K – 50K subscribers	$1,000 – $5,000
Upper Micro	50K – 100K subscribers	$5,000 – $12,000
Mid-tier	100K – 500K subscribers	$12,000 – $36,000
Large	500K – 2M subscribers	$36,000 – $100,000
Mega	2M+ subscribers	$100,000 – $500,000+

Why dedicated commands a 2–3× premium. A dedicated video is a full creative production focused on a single brand, with the creator's entire audience attention. The integration is a moment in another video; the dedicated is the video itself.

PART 04 · YOUTUBE · CONTINUED

Shorts & the CPM cross-check.

4.3 · YouTube Shorts *under 60 seconds*

PRICED COMPARABLY TO TIKTOK

Tier	Audience	Rate
Micro	10K – 100K subscribers	$250 – $2,000
Mid-tier	100K – 500K subscribers	$2,000 – $7,500
Large	500K+ subscribers	$7,500 – $30,000+

4.4 · VIEW-BASED RATE ASSESSMENT CPM cross-check

A useful cross-check for YouTube pricing is **cost per thousand views (CPM)** based on the creator's average view count rather than subscriber count. A reasonable benchmark CPM for YouTube sponsorships in 2026 is **$15–$40 per thousand average views**, varying by niche and format.

Inputs	Calculated target rate
Average views per video	200,000
Benchmark CPM	$25 per 1,000 views
Target integration rate	$5,000

When to use CPM over subscriber-tier. Whenever a creator's video views are dramatically out of line with their subscriber count — high-velocity growing channels view-overperform their subs; stagnant established channels view-underperform. CPM keeps you anchored to what actually reaches the audience.

"Priced for the audience, not the algorithm."

PART 05 · LINKEDIN

Priced for the audience, not the algorithm.

LinkedIn influencer marketing is priced differently from other platforms, reflecting the professional audience context and the B2B commercial value of LinkedIn creator partnerships.

Three pricing surfaces matter: **posts** (the workhorse format), **newsletter sponsorships** (priced by subscribers and open rate rather than followers), and **LinkedIn Live co-hosting** (typically negotiated as part of a broader package).

A LinkedIn audience composed of decision-makers in your target category is worth more per impression than any consumer-platform equivalent — price accordingly, and don't expect consumer-style CPMs.

PART 05 · LINKEDIN

Post, newsletter & LinkedIn Live.

5.1 · LinkedIn Post

2026 · USD

Tier	Followers	Rate
Micro	5K – 25K followers	$600 – $2,500
Mid-tier	25K – 100K followers	$2,500 – $10,000
Large	100K – 500K followers	$10,000 – $30,000
Top-tier	500K+ followers	$30,000 – $90,000+

5.2 · LINKEDIN NEWSLETTER SPONSORSHIP

priced by subscribers + open rate

Subscriber band	Rate per edition
Under 5K subscribers	$400 – $1,200 per edition
5K – 20K subscribers	$1,200 – $5,000 per edition
20K+ subscribers	$5,000 – $18,000+ per edition

Open rate matters. Open rates above 40% command a premium of approximately 20–30% over benchmark newsletter rates — a strong open rate is the LinkedIn equivalent of above-benchmark engagement on Instagram.

5.3 · LINKEDIN LIVE CO-HOSTING

Tier	Standalone rate per session
Mid-tier creators	$2,000 – $6,000 per session
Large creators	$6,000 – $25,000 per session

How LinkedIn Live is usually bought. Most often negotiated as part of a broader package alongside posts or newsletter mentions, not as a standalone format. Use the standalone rates above as ceiling reference points.

PART 06 · WHERE SURPRISES LIVE

Beyond the headline rate

Additional Fees.

06

Usage · Exclusivity · Rush

WHERE BUDGET SURPRISES COME FROM

The rate is the rate. The fees are where the budget actually breaks.

The rates in the platform sections above reflect base content-creation fees only. The following additional fees are standard in the industry and must be budgeted for separately — getting them wrong is the single most common source of overrun in influencer programmes.

Five categories cover almost every realistic surprise: **usage rights, exclusivity, rush fees, revision fees, and international content rights.** The first two are unavoidable on any serious programme. The last three are budgetable away with better planning.

The two pages that follow lay out the typical structure for each — read them before signing anything, not after.

PART 06 · ADDITIONAL FEES

Usage rights & exclusivity.

6.1 · USAGE RIGHTS use of content beyond the creator's own channel

Usage type	Additional fee (% of base rate)
Brand-owned social channels (organic)	10 – 20%
Paid social advertising (boosting)	25 – 50% per 3-month period
Website and landing pages	15 – 25%
Email marketing	10 – 20%
Out-of-home / print	50 – 100%
Broadcast / TV	Negotiated — significant premium
In perpetuity (all digital)	50 – 100% one-time

Always negotiate upfront. Retrofitting usage rights after content is live is significantly more expensive and creates relationship tension. Map the full distribution before you brief.

6.2 · EXCLUSIVITY

Exclusivity type	Additional fee
Category exclusivity during campaign (30 days)	20 – 30% of base rate
Category exclusivity post-campaign (90 days)	30 – 50% of base rate
Full exclusivity during campaign	40 – 60% of base rate

When exclusivity is worth paying for. Launches in a competitive category where same-creator competitor work would dilute your message. Otherwise, the premium often isn't justified.

PART 06 · ADDITIONAL FEES · CONTINUED

Rush, revisions & international rights.

6.3 · RUSH FEES

Campaigns requiring content turnaround of less than **seven days** from briefing to approval typically attract rush fees of **20 to 50 percent of the base rate**. Build realistic timelines into campaign planning to avoid this cost.

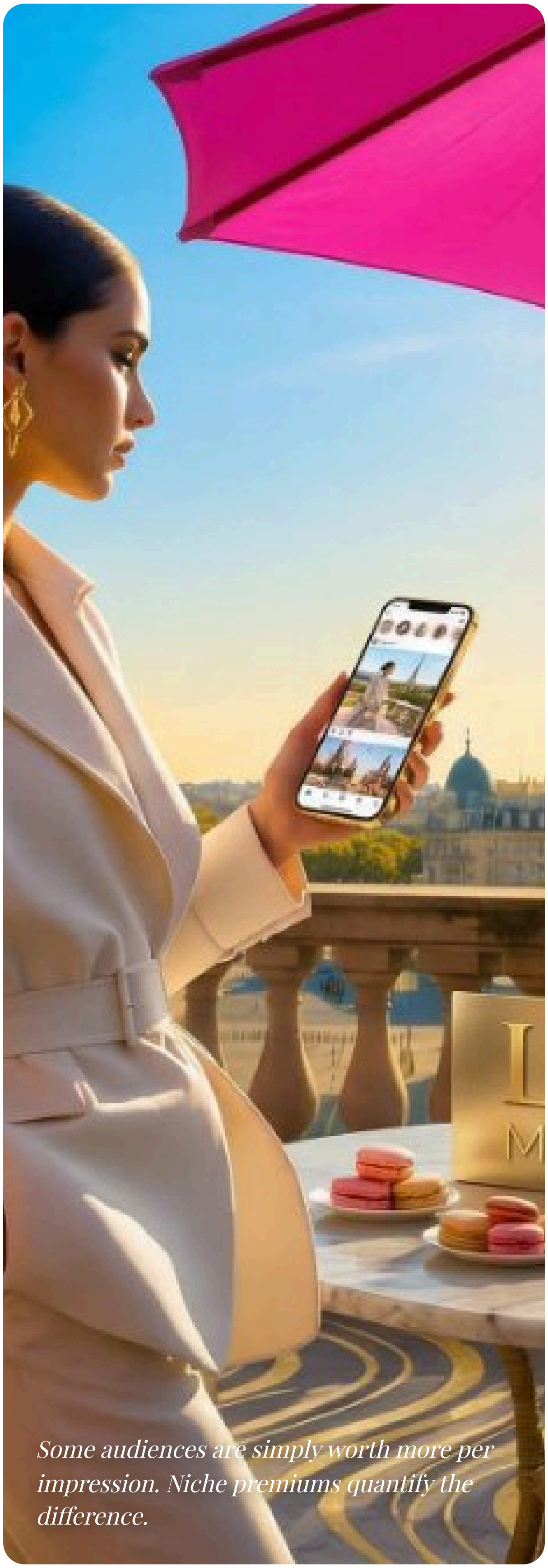
6.4 · REVISION FEES

Most creators include **one to two rounds of revisions** in their base rate. Additional revision rounds beyond this are typically charged at **£100–£500 per round at the micro tier**, scaling up at higher tiers. Minimise revision fees by investing in a thorough brief upfront — every round of unplanned revision is a budget line you didn't price for.

6.5 · INTERNATIONAL CONTENT RIGHTS

For campaigns running content across multiple geographic markets, additional **territorial usage rights** may apply — particularly for EU markets where GDPR and local advertising-law implications may be relevant. The right structure here is usually a single multi-territory rights deal upfront rather than a series of single-market extensions later.

> ***Budget rule of thumb.*** Plan for **30–50% on top of base content rates** when you expect to need paid amplification, multi-market distribution, and any exclusivity. The headline rate is rarely the all-in number — bake it into your initial budget request and you won't be back asking for more.



Some audiences are simply worth more per impression. Niche premiums quantify the difference.

PART 07 · PRICING BY NICHE

Category premiums.

Some content categories command consistent premiums above platform benchmarks due to the higher commercial value of their audiences.

Niche category	Premium above platform benchmark
Luxury & high-end lifestyle	+20 – 40%
Finance & investment	+25 – 40%
Technology · B2B SaaS & enterprise	+20 – 35%
Beauty · prestige / premium tier	+15 – 25%
Legal & professional services	+25 – 40%
Healthcare & wellness · regulated	+20 – 35%
Gaming · major titles, esports	+10 – 20%
Fashion · mid-market	At benchmark
Lifestyle · general	At or below benchmark
Food & hospitality	At or below benchmark

Why these niches command premiums. Audience purchase intent and category spending power are the only two things that matter. A creator whose audience meaningfully spends on $5,000 watches is worth materially more than a creator whose audience scrolls past them.

PART 08 · PRICING BY MARKET

Geographic adjustments.

The rates throughout this guide are expressed in GBP and reflect UK market benchmarks. The table below covers adjustments for other key markets — apply them as a multiplier on the base rate from the platform sections.

Market	Rate adjustment vs. UK
United States	+10 – 20%
UAE · Dubai	+10 – 25%
United Kingdom benchmark	±0% · benchmark
Australia	-5 to -15%
France · Western Europe	-5 to -10%
Spain · Southern Europe	-15 to -25%
Latin America	-30 to -50%
Southeast Asia	-40 to -60%


"US and UK rates are the global benchmark. Other markets adjust around them — sometimes dramatically."

A note on apparent bargains. Lower geographic rates do not always mean better value. A creator at a 50% LATAM discount with an audience that doesn't convert in your target market is more expensive in real terms than a UK creator at full rate. Always price against **relevant audience reach**, not against headline rate alone.

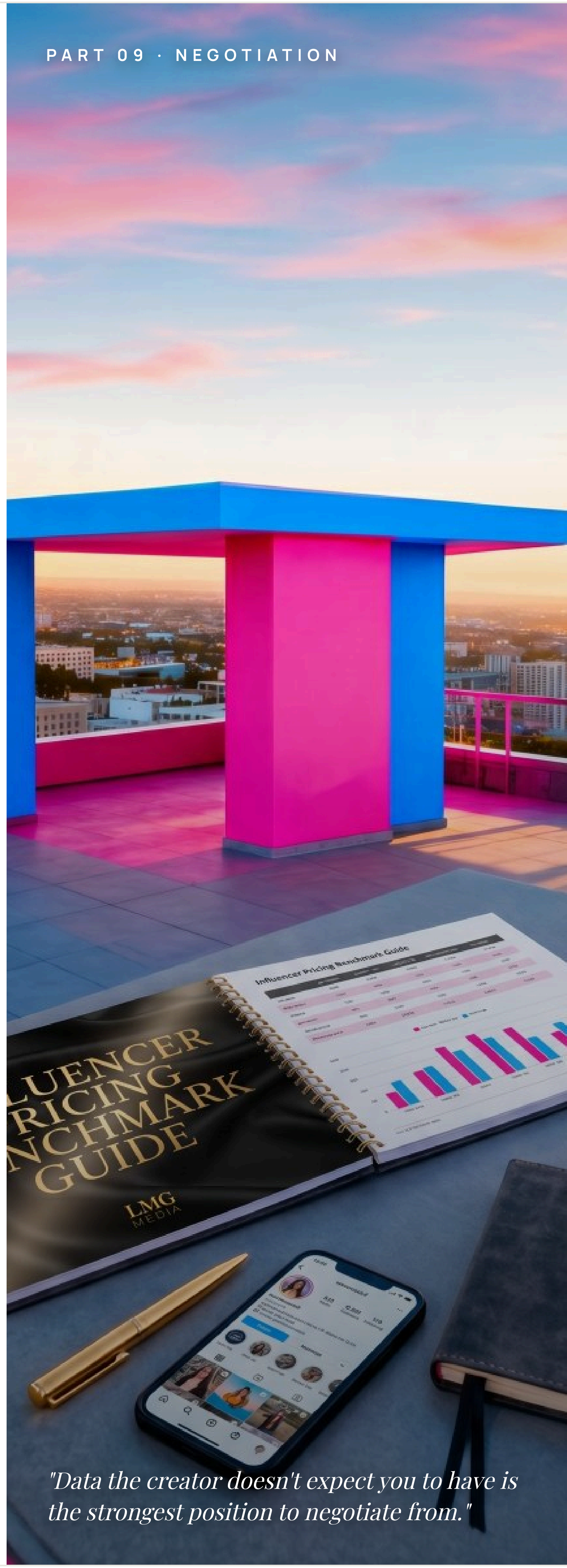
PART 09 · NEGOTIATION FRAMEWORK

Before you negotiate the rate.

The strongest position to negotiate from is one informed by data the creator doesn't expect you to have. Two pieces of information are non-negotiable before you make any offer.

Confirm sponsored-content performance specifically.
Ask for the creator's average reach and view data for recent *sponsored* content — not just organic. Sponsored content that performs significantly below organic content indicates audience disengagement with commercial posts, which should be reflected in the rate.

Request audience demographic data before committing.
A creator whose audience is misaligned with your target market is worth significantly less than the benchmark rate regardless of follower count — and a creator whose audience aligns perfectly is worth the premium they're asking for.



PART 09 · NEGOTIATION · CONTINUED

What to push back on — and what not to.

Knowing where to negotiate hard and where to hold the line is what separates an experienced influencer marketer from a transactional one. Push back on the wrong things and you damage relationships; concede on the wrong things and you overpay.

9.2 · PUSH BACK ON

Above-benchmark base rates without justification. Ask what drives the premium — if the creator cannot point to above-benchmark engagement, niche premium, or specific audience quality, the rate should be benchmarkable.

Usage rights as an afterthought. If a creator quotes a base rate and then adds large usage-rights fees late in negotiation, push back on the total package economics rather than negotiating each element separately.

Rush fee requests for reasonable timelines. A two-week briefing-to-live timeline is standard and should not attract rush fees. Push back on rush requests for anything beyond a genuine last-minute timeline change.

9.3 · DON'T PUSH BACK ON

Rates at benchmark for well-performing creators. Creators who deliver above-benchmark engagement and genuine conversion earn their benchmark rates. Negotiating below benchmark with high-performing creators damages relationships and your reputation in the creator community.

Usage rights for paid amplification. If you intend to boost creator content as paid social — which you should, for top performers — budget for usage rights fees upfront. They are fair compensation and negotiating them away is a false economy.

Production premium for dedicated video. Dedicated YouTube or long-form content requires significantly more creator time and effort than an integration. The 2–3× premium over integration rates is justified and standard.

9.4 · PACKAGE DEAL PRINCIPLES

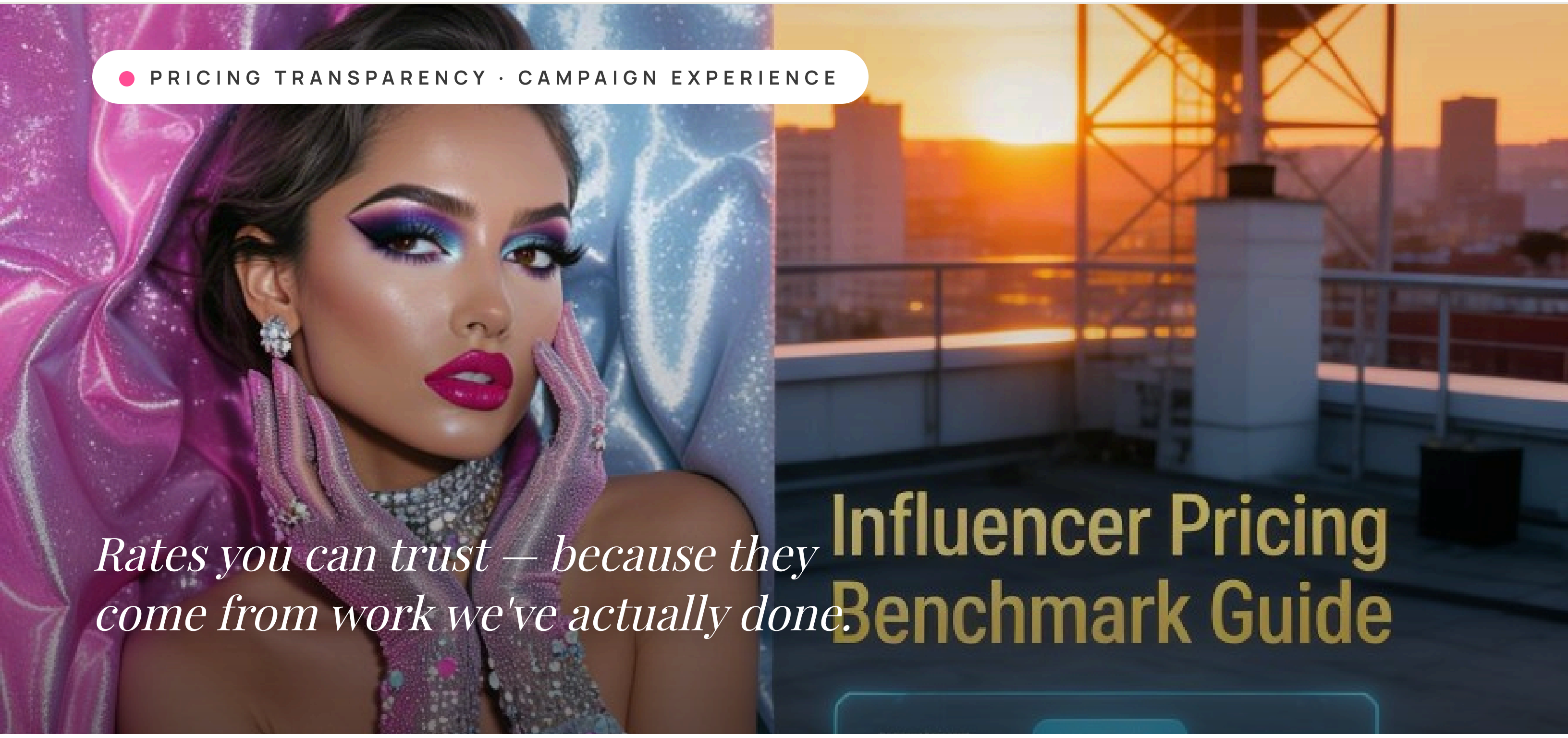
Bundle, commit, save.

Multi-deliverable packages are almost always more cost-efficient than negotiating each format separately. Long-term ambassador arrangements compound that advantage further.

Packages	Commissioning multiple formats from one creator	**15 – 25% below sum of rates**
Ambassadors	Three months or more · ongoing relationship	**20 – 35% below one-off equivalents**

SUMMARY · KEY BENCHMARKS AT A GLANCE

PLATFORM	FORMAT	MICRO · 10K–50K	MID-TIER · 100K–500K	LARGE · 500K–1M
Instagram	Reel	$600 – $2,500	$5,000 – $12,500	$12,500 – $45,000
Instagram	Feed Post	$400 – $2,000	$4,000 – $10,000	$10,000 – $30,000
TikTok	Video	$350 – $1,500	$3,500 – $10,000	$10,000 – $25,000
YouTube	Integration	$500 – $2,500	$6,000 – $18,000	$18,000 – $50,000
YouTube	Dedicated	$1,000 – $5,000	$12,000 – $36,000	$36,000 – $100,000
LinkedIn	Post	$600 – $2,500	$2,500 – $10,000	$10,000 – $30,000



ABOUT LMG MEDIA

Where Quality Brands Meet Iconic Influence.

LMG Media is an influencer marketing agency working with brands across **fashion, beauty, luxury, fitness, gaming, ecommerce,** and **tech** — in markets including London, New York, Dubai, Los Angeles, Miami, and Paris.

If you would like support planning and executing influencer campaigns — from budget setting and creator selection to contract negotiation, content management, and performance reporting — get in touch.

Rates presented in this guide represent market benchmarks based on LMG Media campaign experience and publicly available market research. Actual rates vary by creator, campaign, and negotiation. All rates expressed in USD unless otherwise stated; see Part 8 for geographic adjustments. This guide is updated annually.

Start Your Campaign →

Get in Touch

lmg.media

LMG
MEDIA

Where Quality Brands Meet Iconic Influence.

Instagram | *TikTok* | *YouTube* | *LinkedIn*