

Freelancer Rates Report **2024**

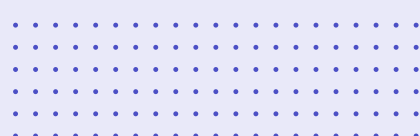
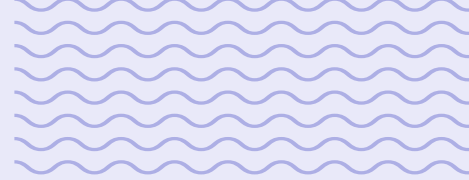
Insights into day rates and project lengths amongst the largest elite freelance community from the most-trusted global contractor sourcing and management platform.





Contents

Foreword	p3
Methodology	p4
Synopsis	p5
Average day rate and contract length	p6
The Details	
Client Services	p10
Creatives	p15
Data	p20
Designers	p25
Developers	p30
Film & Motion	p35
Market Research	p40
Marketing	p44
Photography	p49
PR	p54
Project Management	p58
Social Media	p63
Strategy	p68
Studio	p73
UX	p78
Contributors	p83
About YunoJuno	p85



Foreword

The YunoJuno 2024 Freelancer Rates Report, based on 98,000+ contracts, reveals that despite the challenging economic conditions in 2023, freelance rates remained stable overall. Average day rates continued to increase in many disciplines, albeit at a slower pace than in previous years. However, certain sectors experienced a drop in rates as freelancers and companies swiftly adapted to the changing business environment. The report underscores the resilience of freelancers and the flexibility of the freelance market in responding to economic uncertainties, with variations in rates reflecting the diverse impact on different industries and skill sets.

Coming into 2024, we are seeing many companies ramping up their flexible freelance workforce again, as a preferred way to get projects moving with highly skilled workers, without increasing permanent headcount.

As demand increases in this economic environment, freelancers prove to be the most flexible, adaptable and resilient part of a company's workforce. That's why we believe, freelancers and contractors are the future of work.

It's been inspiring for us at YunoJuno to see how the freelancers on our platform have used the increased downtime between projects in 2023 to upskill and thus increase their value to future clients by training themselves in AI and other emerging tools and technologies. As the demand for their services increases, we expect these highly skilled freelancers to deliver a step change in productivity to the companies who take a strategic approach to their flexible workforce and utilise the power and efficiency of freelancers to gain a competitive advantage.

A special thank you...

As with previous editions, the creation of this report owes much to the outstanding collaboration of a dedicated community of freelancers and clients. Their commitment to sharing experiences and offering advice not only educates but serves as inspiration. It's their practical wisdom that animates the data and propels the entire freelance economy forward.



Runar Reistrup
CEO, YunoJuno



Methodology

Data

The data from this report is drawn from approximately 287,000+ freelance records on the YunoJuno platform from the full calendar years from 2021 – 2023. This year we have included data for bookings, applications and approvals in order to give the report additional depth and insight into all of our freelancers.

Note: All charts contain all the records, apart from booking related charts that only contain booking data.

All client and freelancer comments and quotes are from active participants within the YunoJuno network.

Operating as a global company, our clients collaborate with contractors from over 150 countries. While our expansive reach spans the globe, for simplicity, we'll reference currency in £, reflecting our roots in London.

Glossary

Year-on-year growth: Calculated the yearly growth from 2021 -2023.

Average day rates: Calculated by compounding roles relevant to each industry and calculating the average rate charged.

Average contract booking length: Calculated by compounding roles relevant to each industry and measuring the average length of each successful booking.

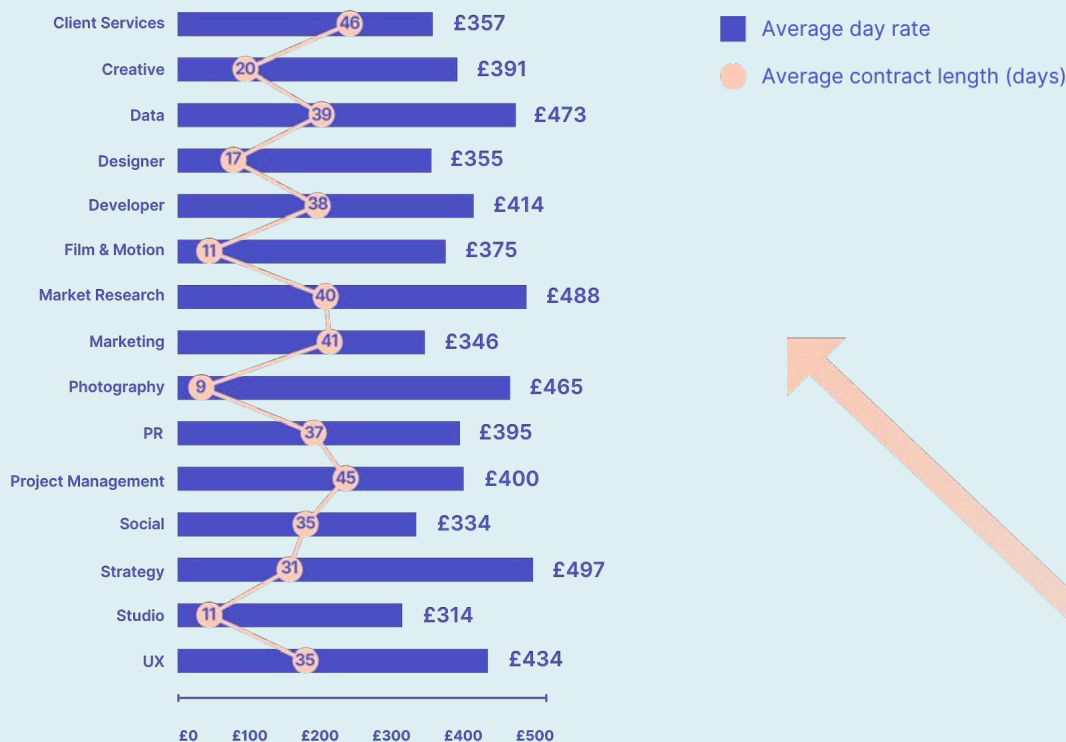
Synopsis

2023 marked an average year-on-year increase of approximately **+0.1%** in day rates for freelancers, reaching an average of **£379 per day**. Across all disciplines, the average project length stood at **24 working days**, translating to just under 5 weeks. This was a **-0.8% year-on-year decrease**.

Notably, significant variations exist among disciplines, with the top-earning fields being **Strategy (£497 average per day)**, **Market Research (£488)** and **Data (£473)**. In terms of project lengths, Client Services boasted the longest average, with freelancers being booked for just over **9 weeks (46 working days)**.

This report delves into the day rates across **15 disciplines on the YunoJuno platform**, highlighting common day rate ranges, overall averages, and a breakdown by experience. Each category is accompanied by data on project lengths, exploring the most prevalent roles within those disciplines, their average rates, and contract lengths.

Freelance industries measured by contract length and day rate

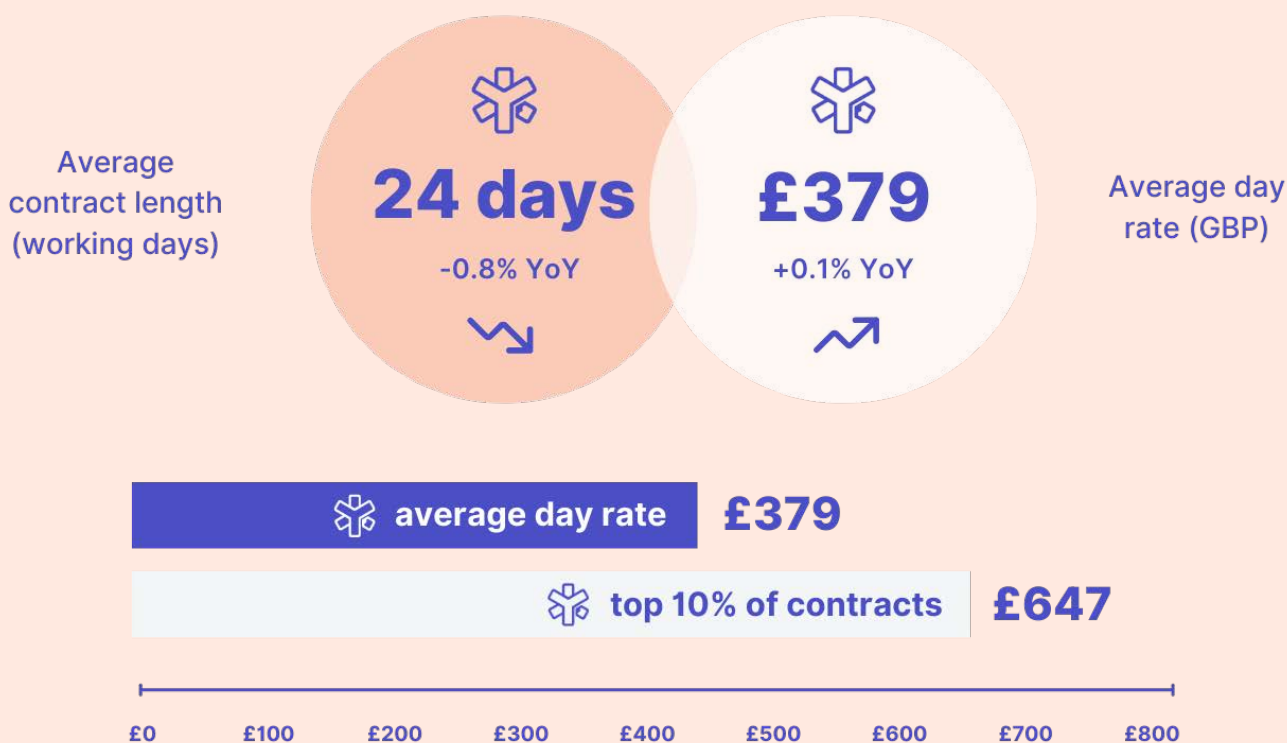


Averages

Average Day Rates

From a comprehensive dataset encompassing 98,000+ bookings, applications and approvals, spanning across various disciplines, experience levels and contract lengths, the 2023 average day rate stood at **£379**, reflecting a **+0.1% year-on-year increase**.

Ranking within the top 10% across industries exhibits some variability, but, on average, contracts earned approximately **£647 per day**, marking a **+0.5% year-on-year increase**.

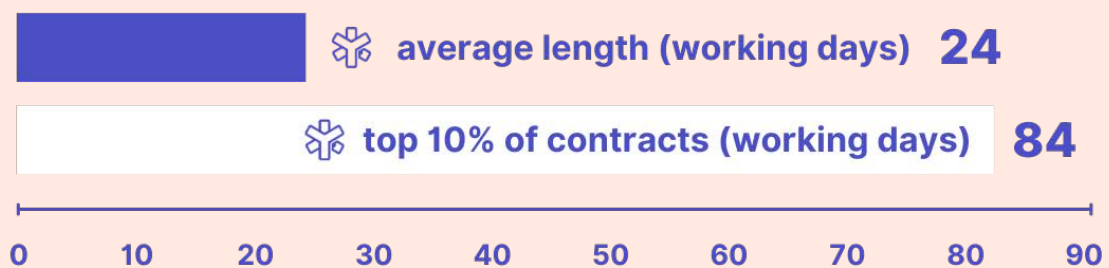
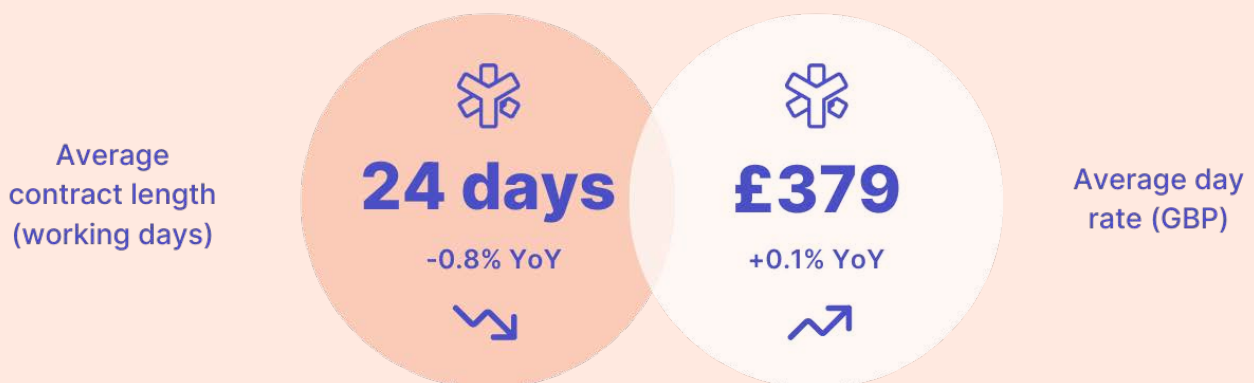


Averages

Average Contact Lengths

The average project length **decreased slightly by -0.8%** to **24 working days**. This expanded dataset provides enhanced depth and insight into our freelancers' engagement. In 11 out of the **15 disciplines**, there was a decrease in average contract length.

Contracts within the top 10% not only experienced a notable increase compared to the average, but also secured engagements that were **+250% longer** than the norm. However, there was a decline of **-2.5% year-on-year**.



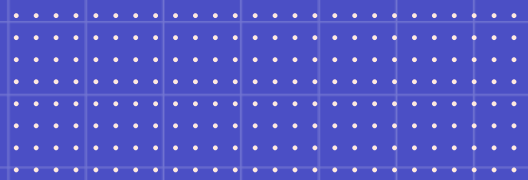


Working with freelance professionals brings us **invaluable benefits**. The flexibility in contract duration allows us to bring in contractors precisely for project needs, **ensuring the right expertise at the right time**. Their fresh perspectives and new ideas inject vitality into our projects. Importantly, the freelance model helps us maintain our current team size, making it a more **agile and appealing solution** in today's dynamic business climate.

Amy Alford

Senior Creative Operations Manager





The Details

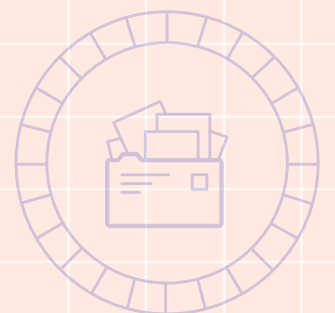
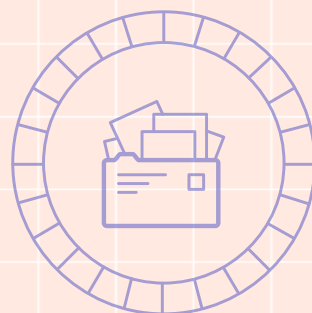
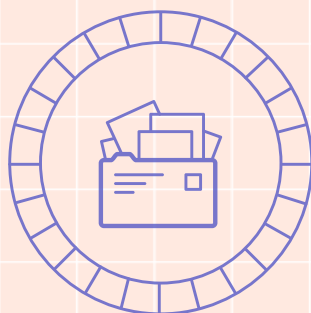
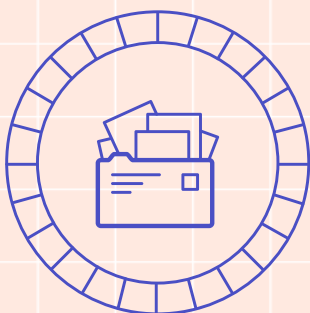




Client Services

Typical roles within this category on the YunoJuno platform:

Account Director, Business Director, Business Developer, Account Manager and Client Services Director.



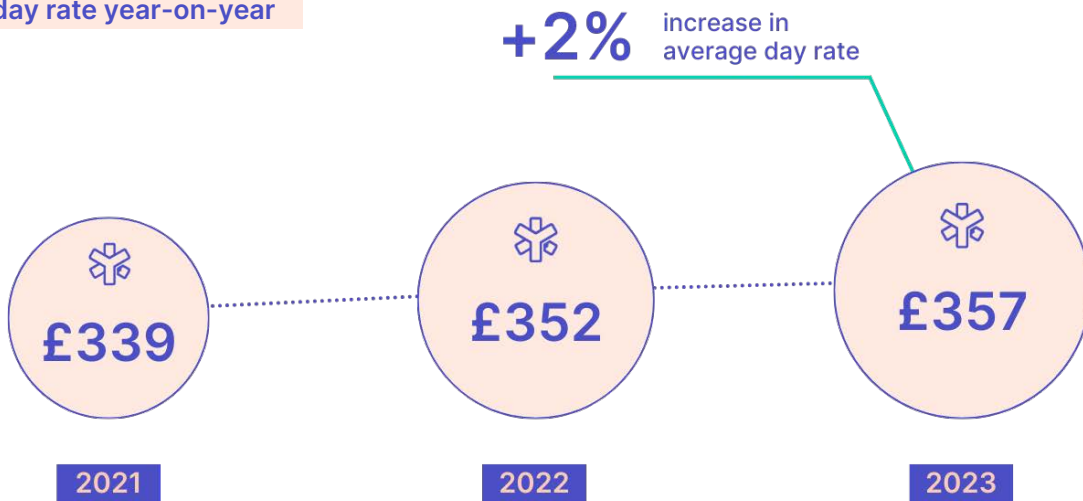
Client Services



Day Rate

Freelancers in Client Services earned an average day rate of **£357**, showcasing a **+2% year-on-year increase**. Top 10% contracts earned an average of **£653 per day**, marking a slight **-5% decrease year-on-year**.

Average day rate year-on-year



Director-level roles experienced a year-on-year **decrease of -13%**, contrasting with increases observed in other roles compared to 2022. **Midweight** roles saw the highest increase on their average rates, at **+13% year-on-year**.

Average day rate by experience



Client Services



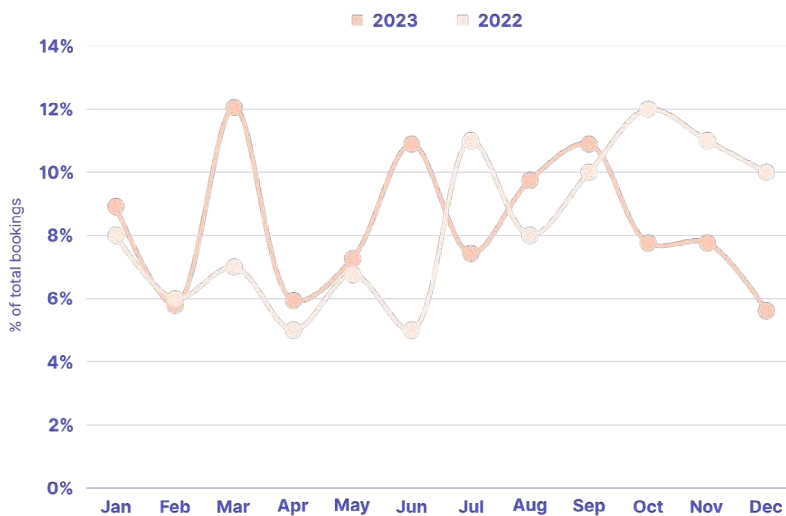
Contract Length and Bookings

In 2023, the average contract length was **46 working days (9 weeks)**, a **year-on-year decrease of -22%**, meaning it was one of the highest drops across the disciplines. Top 10% contracts averaged **72 working days**, reflecting a **-17% decrease year-on-year**.

There was a decrease in contract lengths across all experience levels. **Director** levels experienced the highest of **-30% year-on-year**.

Client Services saw peaks in demand observed every 3 months, with March seeing the highest bookings in 2023. **Bookings** within **Client Services** experienced a growth of **+17% year-on-year**.

Monthly distribution of bookings by year (%)



year-on-year increase in bookings

17%

2023 highest booking month: **March**

12%

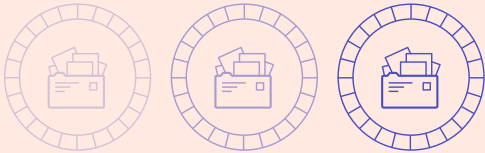
Average contract length (working days)

46

Average day rate (GBP)

£357

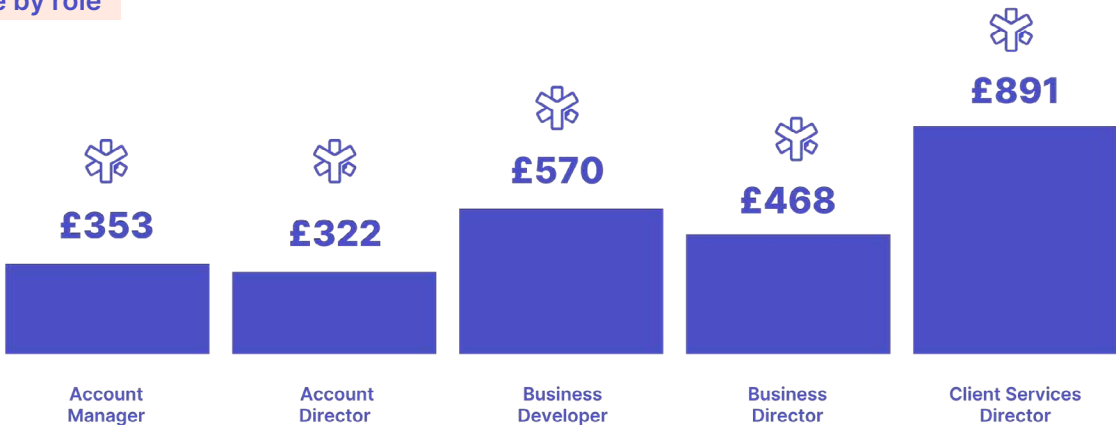
Client Services



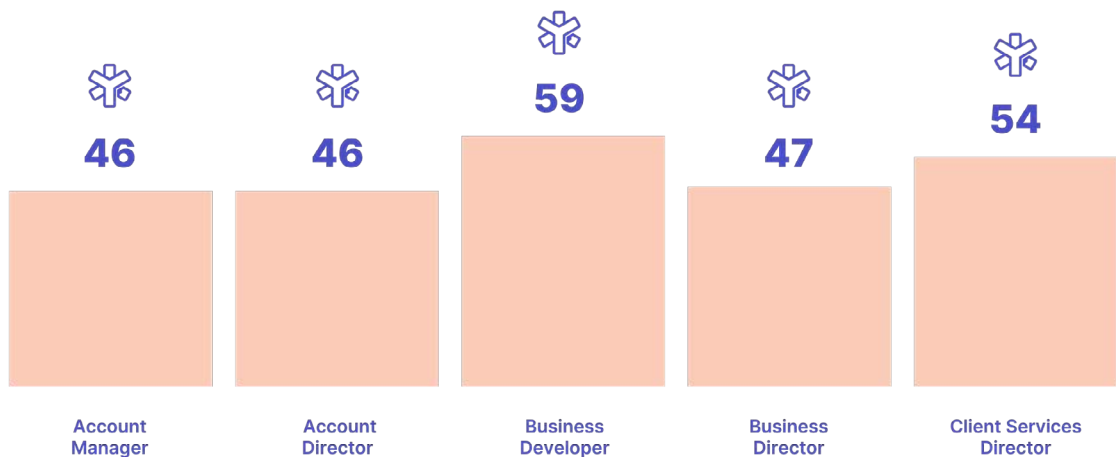
Roles

Client Services Directors, on average commanded the highest rate among roles within Client Services, earning **£891 per day**. **Business Developers** secured the longest contract lengths, working **59 working days**.

Day rate by role



Contract length by role



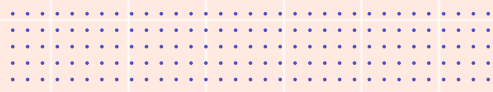
Many **factors influence my rate** including the **time needed for planning**, shooting and editing, the **equipment required**, plus any **necessary travel**. Then I take into account **the industry, client budget**, and whether they're a past client or one that could be a **longer-term relationship** in providing future work.

Trevor Price

Freelance Photographer, Videographer & Video Editor

Years in freelance: 5 years

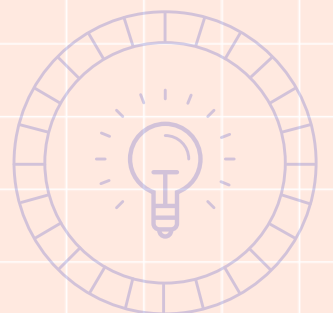
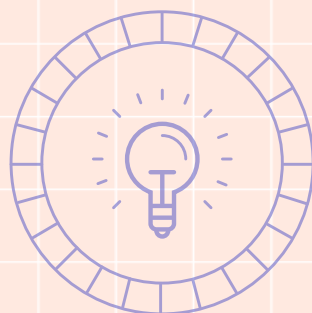
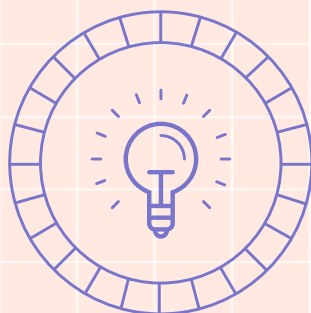
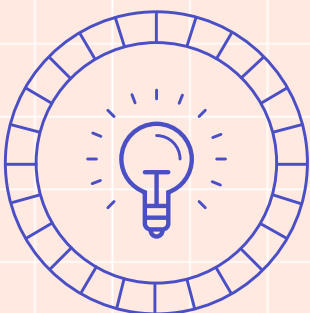




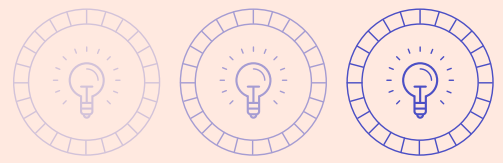
Creatives

Typical roles within this category on the YunoJuno platform:

Art Director, Content Writer, Copywriter and Creative Director.



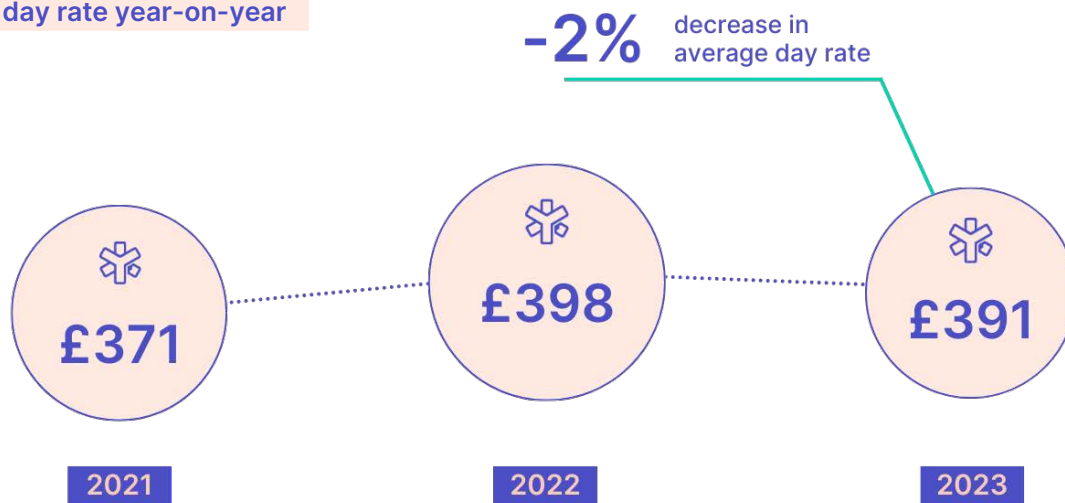
Creatives



Day Rate

Creative freelancers earned an average day rate of **£391**, a slight **decrease of -2% year-on-year**. The top 10% contracts earned an average of **£639 per day**, a **+1% year-on-year increase**.

Average day rate year-on-year



Among Creatives, **Midweight** roles experienced a **+6% increase** in 2023, while **Director** level roles saw a **decrease of -7% year-on-year**.

Average day rate by experience



Creatives



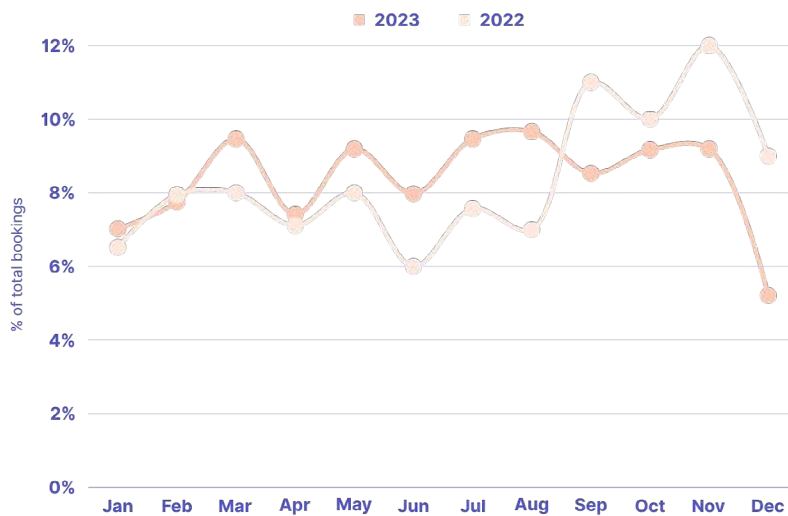
Contract Length and Bookings

The average contract length was **20 working days (4 weeks)** in 2023, a **year-on-year decrease of -11%**. Top 10% contracts averaged **89 working days (18 weeks)**, showing no year-on-year change.

Contract lengths experienced a decrease across all experience levels, with **Senior** and **Midweight** roles witnessing the most decline at **-13% year-on-year**.

Bookings within the **Creatives** sector saw a remarkable growth, **increasing by +44% year-on-year**. Demand for Creatives was consistent throughout 2023, with August seeing the highest bookings in 2023.

Monthly distribution of bookings by year (%)



year-on-year increase in bookings

44%

2023 highest booking month: **August**

10%

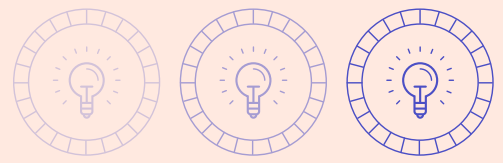
Average contract length (working days)

20

Average day rate (GBP)

£391

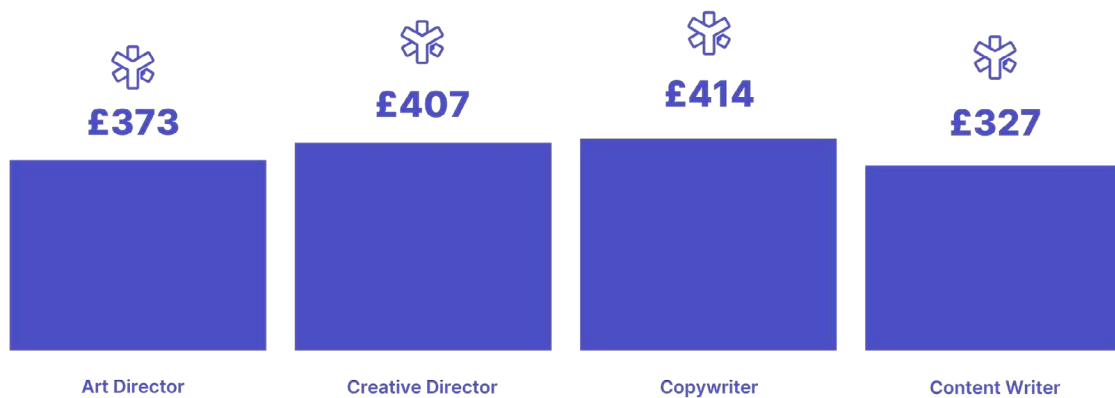
Creatives



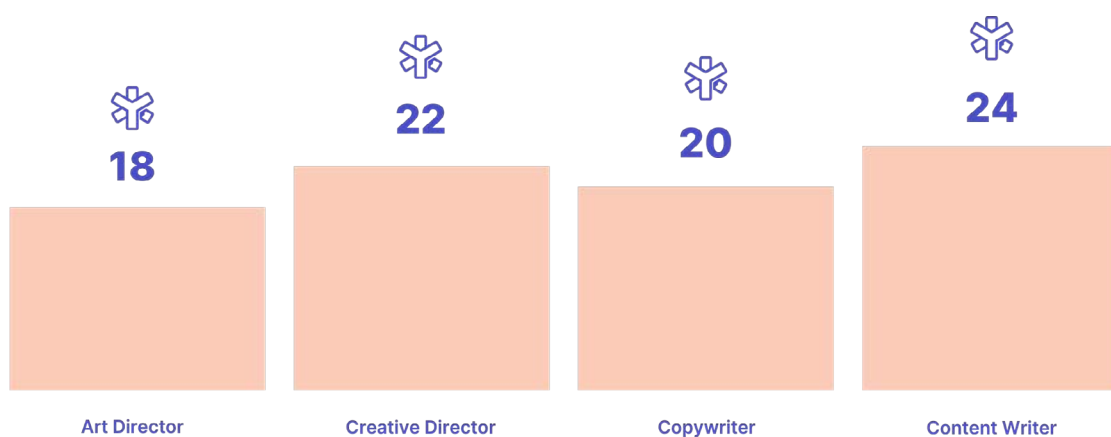
Roles

Copywriters earned the highest average rate among Creative roles, earning **£414 per day**. **Content Writers** secured the longest contact length at **24 days**.

Day rate by role



Contract length by role



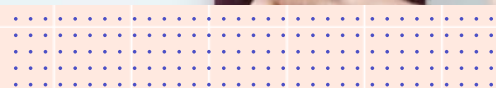
Because I get **paid weekly by YunoJuno**, I always **put aside part of my salary** into various saving pots. Some for monthly outgoings; some for **general savings**; some for **end of year tax**. Budgeting and saving have really helped me, **keeping track of finances** and making sure I have a 'rainy day' pot that I can dip into if needed.

Annabelle Margolis

Freelance Senior Copywriter

Years in freelance: 6 years

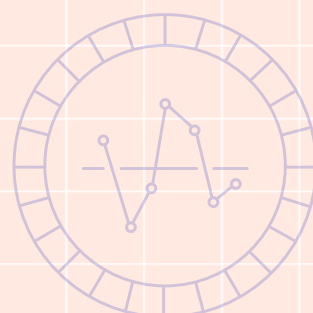
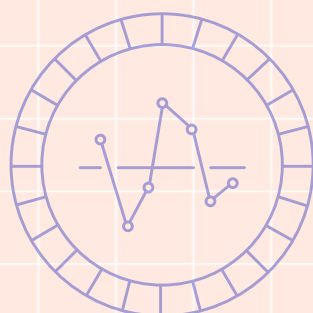
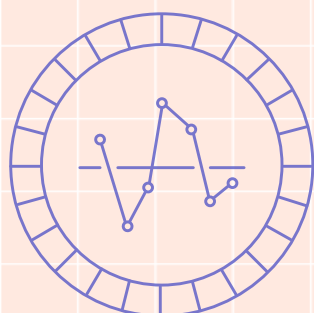
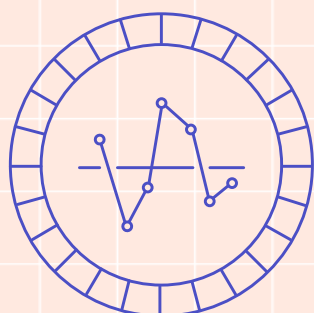




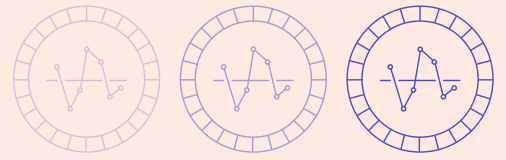
Data

Typical roles within this category on the YunoJuno platform:

Business Intelligence, Data Analyst / Scientist, Data Engineer,
Data Marketing and DBA.



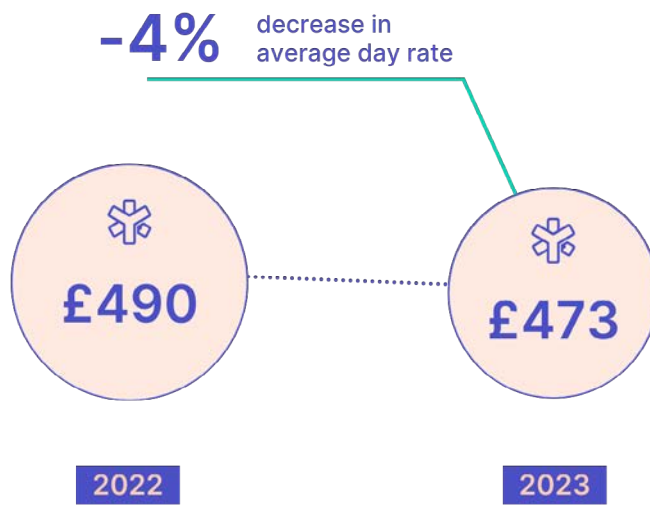
Data



Day Rate

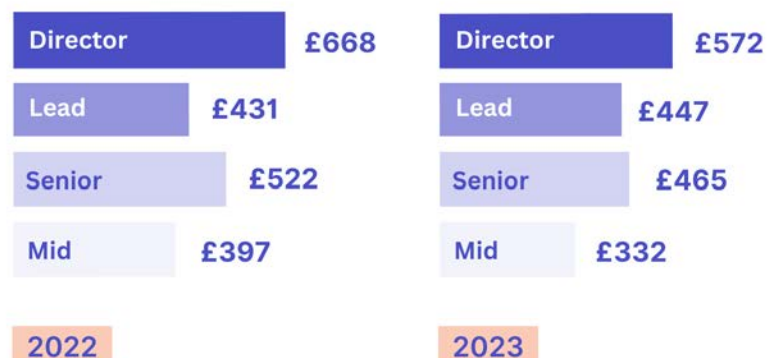
The average day rate across the Data sector was **£473 per day**, a decrease of **-4% year-on-year**. Top 10% contracts also experienced a **-8% decrease** with an average rate of **£623**.

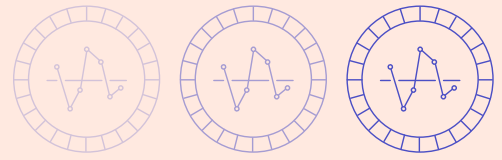
Average day rate year-on-year



Midweight and **Director** roles saw decreases at **-16%** and **-14%**, respectively, year-on-year. Whilst **Lead** roles saw a **+4% year-on-year increase**.

Average day rate by experience





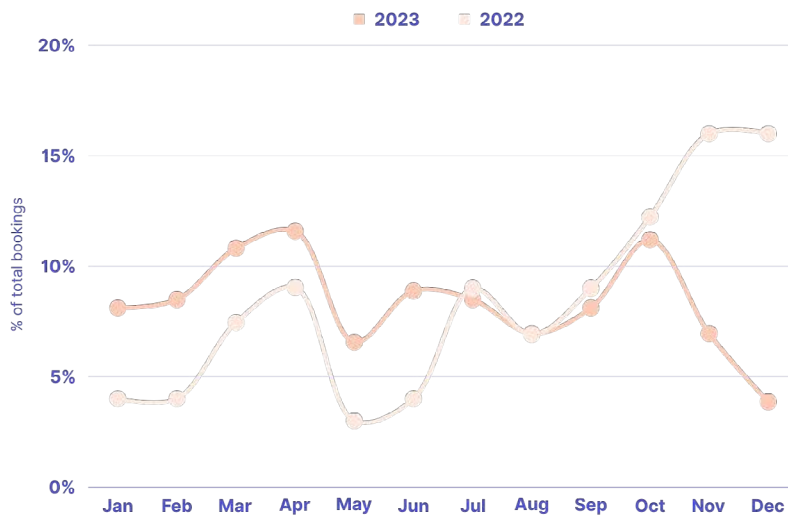
Contract Length and Bookings

In 2023, the average contract length was **39 working days (just under 10 weeks)**, a **year-on-year decrease of -15%**. Top 10% contracts averaged **93 working days (just under 19 weeks)**, reflecting a **year-on-year increase of +1%**.

Midweight roles saw a notable **increase of +38%**, with **Director** roles having **no year-on-year change**. Lead and Senior roles witnessed a decrease, with **Lead** role seeing a substantial **drop at -32%**.

Experiencing a surge, **Data bookings increased by +39% year-on-year**, demonstrating sustained demand throughout the majority of the year, with April observing the highest bookings in 2023. However, a notable shift occurred in the last quarter, marked by a decrease in demand.

Monthly distribution of bookings by year (%)



year-on-year increase
in bookings

39%

2023 highest booking
month: **April**

12%

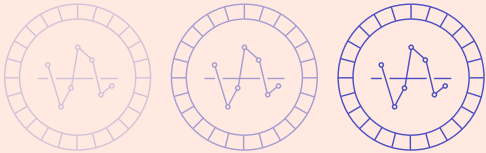
Average
contract length
(working days)

39

Average day
rate (GBP)

£473

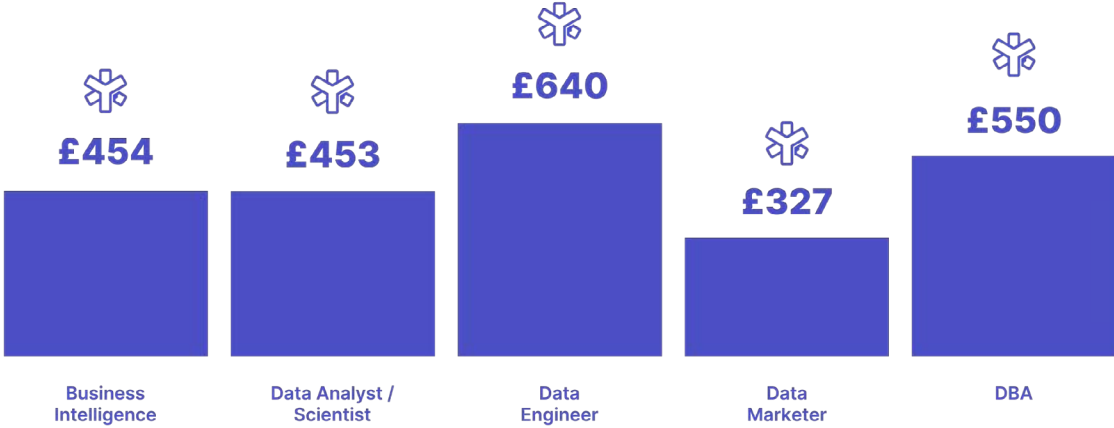
Data



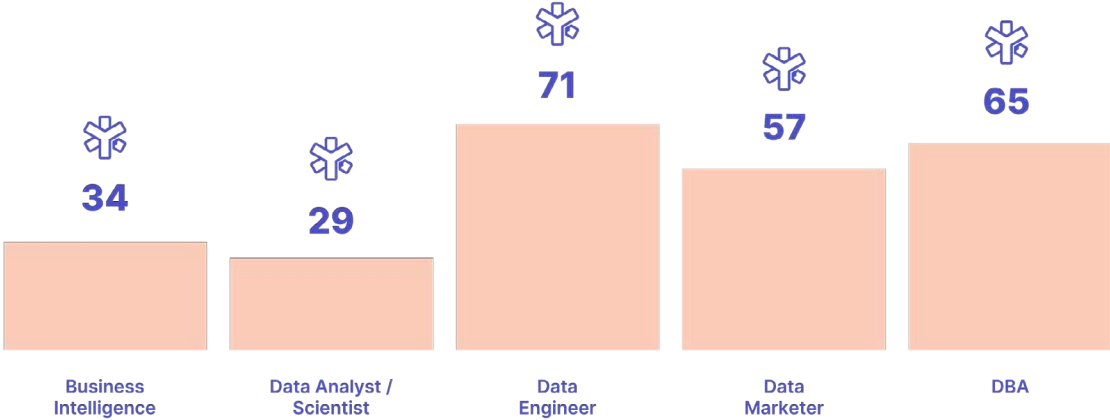
Roles


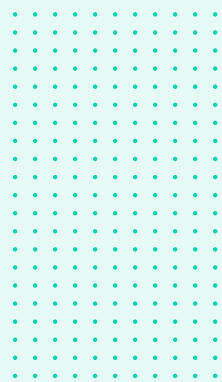
Data Engineers saw the highest average rate across the Data discipline, earning **£640 per day**. They also secured the longest contract length, at **71 working days**.

Day rate by role



Contract length by role





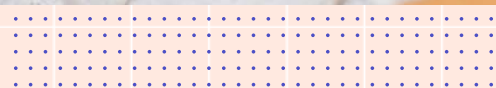
In navigating the freelance landscape, a tip I swear by is to **stay connected and always respond to briefs**, even when you're swamped with work. My gigs mainly come through **word of mouth or YunoJuno**, so it's essential to stay on top of networking. There's usually a **considerable time gap** between someone expressing interest and **kicking off a project**, so keeping those connections warm pays off not just for current gigs but for **future opportunities** as well. It's a game-changer in this dynamic freelance world!

Sean Burton

Geospatial Data Analytics Consultant

Years in freelance: 6 years

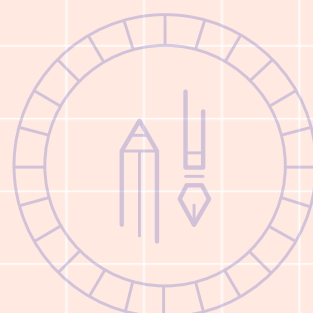
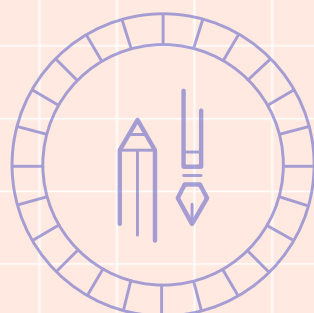
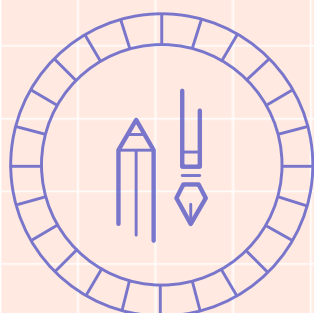
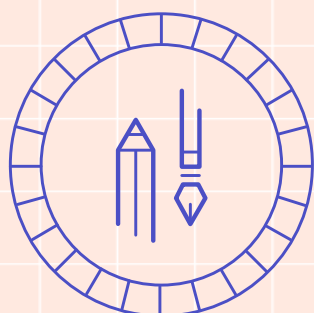




Designers

Typical roles within this category on the YunoJuno platform:

3D Designer, Branding Designer, Digital Designer, Email Designer,
Graphic Designer, Illustrator, Presentation Designer and Product Designer.



Designers



Day Rate

In the Design sector, the average day rate was **£355 per day**, reflecting an **increase of +2% year-on-year**. Whilst top 10% contracts experienced a **+1% increase** with an average rate of **£615**.

Average day rate year-on-year



Midweight and **Senior** roles witnessed **increases of +17% and +2%, respectively, year-on-year**. However, **Lead** and **Director** roles saw **decreases of -4% and -2%, respectively**.

Average day rate by experience



Designers



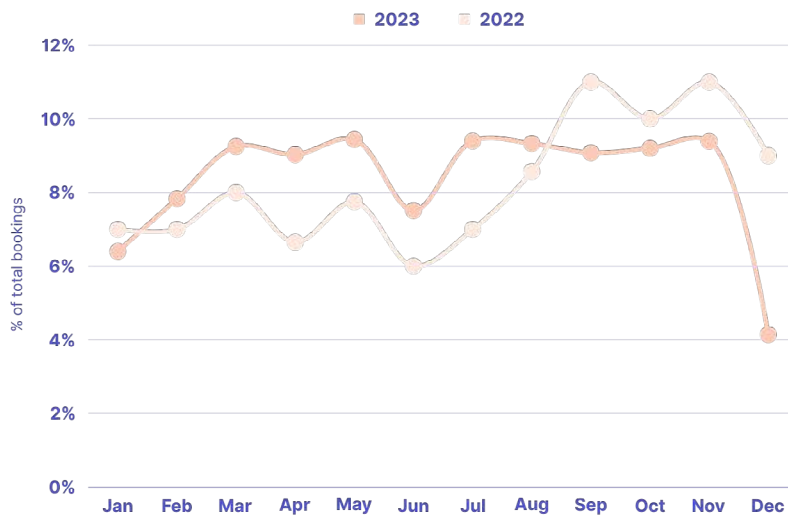
Contract Length and Bookings

In 2023, the average contract length was **17 working days (just over 3 weeks)**, marking a **year-on-year decrease of -4%**. Top 10% contracts averaged **84 working days (just under 17 weeks)**, reflecting a year-on-year **increase of +3%**.

Midweight and **Senior** roles experienced **increases of +17%** and **+2%, respectively**, across their contract lengths. **Lead** and **Director** roles saw a **decrease year-on-year**, with declines of **-14%** and **-5%, respectively**.

Bookings within **Design** increased **+27% year-on-year**. Demand remained consistent, with clients regularly requiring designers throughout 2023 with May being the highest booking month in 2023.

Monthly distribution of bookings by year (%)



year-on-year increase in bookings

27%

2023 highest booking month: **May**

9%

Average contract length (working days)

17

Average day rate (GBP)

£355

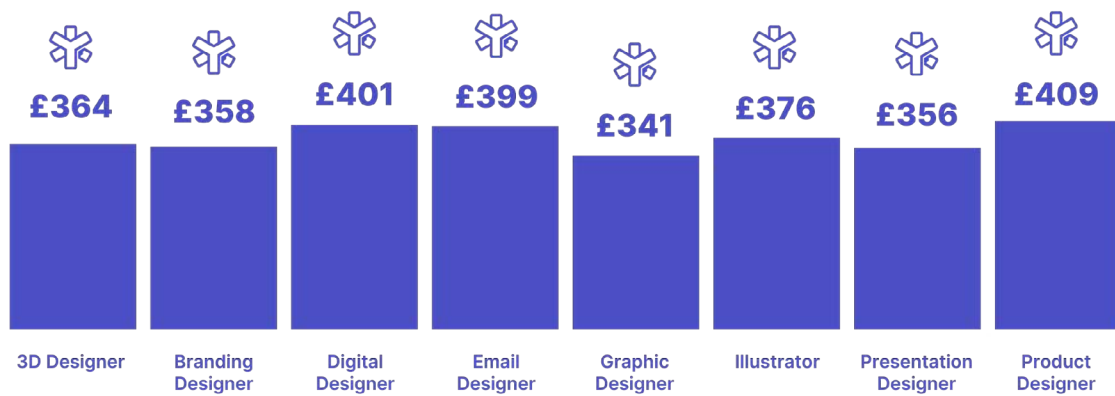
Designers



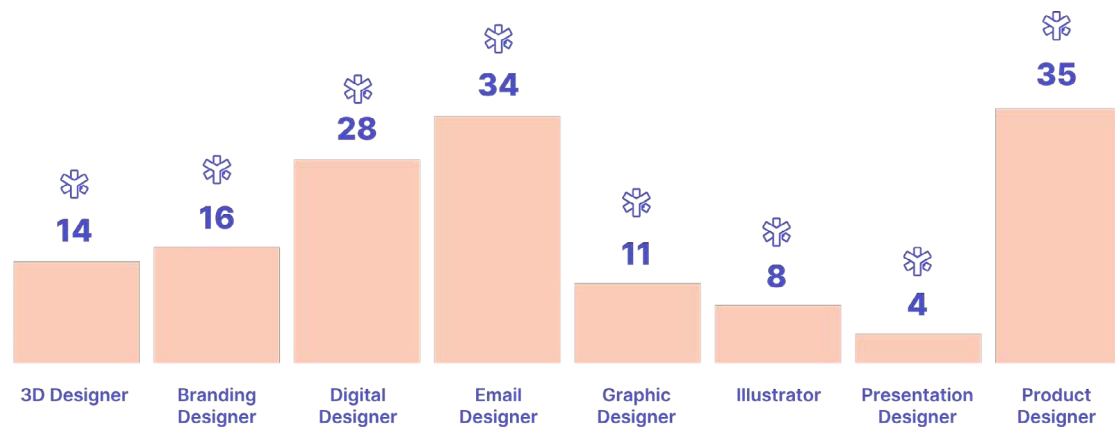
Roles

Product Designers and **Digital Designers** saw the highest day rate, earning **£409** and **£401 per day, retrospectively**. When it comes to contract lengths, **Product Designers** and **Email Designers** secured the longest engagements, with **35** and **34 working days, respectively**.

Day rate by role



Contract length by role



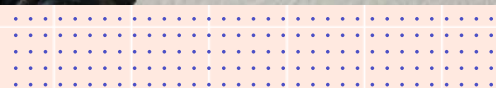
To maintain motivation as an independent professional, I adopt a **proactive approach** by **staying one step ahead**, holding myself accountable, and **consistently going above and beyond**. Ensure high productivity levels by striving to be the best at what you do. Embrace each day as a **learning opportunity**, cultivating a mindset that contributes to **sustained excellence** in your professional endeavours.

Martin Hon

Creative Designer

Years in freelance: 11 years

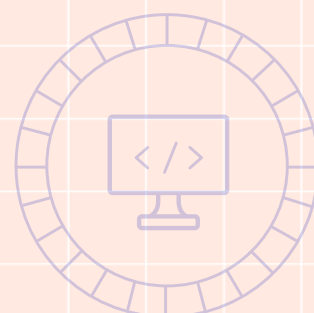
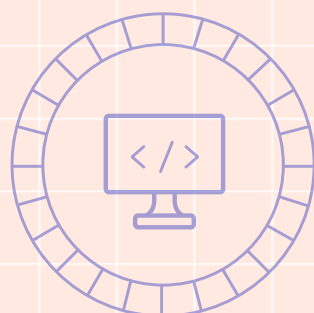
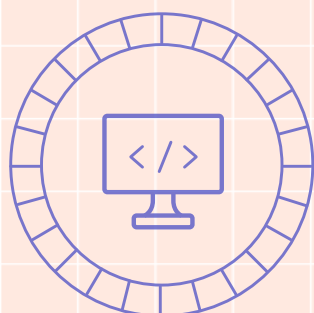
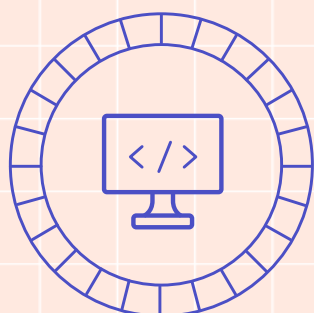




Developers

Typical roles within this category on the YunoJuno platform:

AI Prompt Engineer, Back-end Developer, CMS Developer, Creative Technologist, Devops/Sysadmin, Email Developer, Front-end Developer, Fullstack Developer, Head of Engineering, Mobile App Developer and Solution Architect.



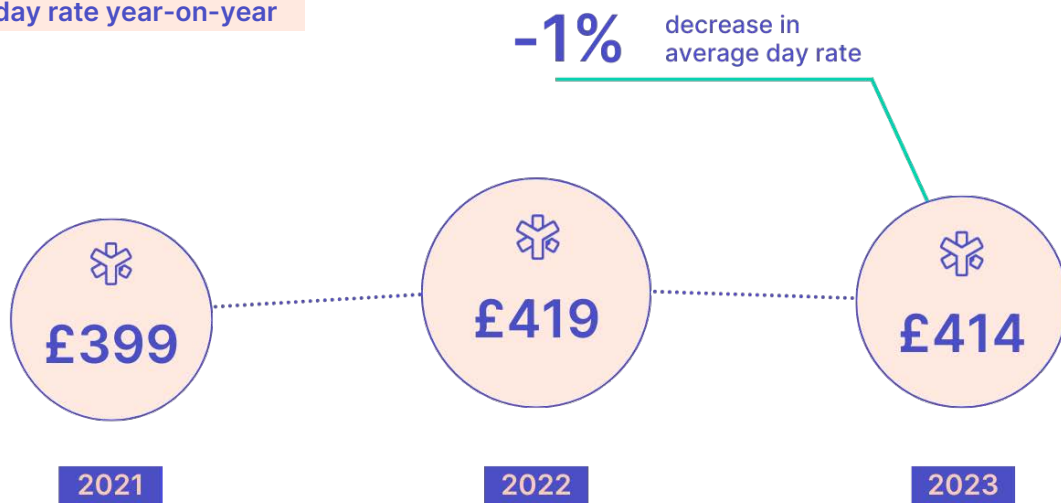
Developers



Day Rate

The average day rate in the Developer discipline was **£414 per day**, indicating a slight **decrease of -1% year-on-year**. Top 10% contracts, didn't experience a change, with an average rate of **£626 per day**.

Average day rate year-on-year



All experience levels, except Midweight roles witnessed a decrease in their average day rates, with **Director** Roles experiencing a notable **decline of -15% year-on-year**. **Midweight** roles saw **no year-on-year change**.

Average day rate by experience



Developers



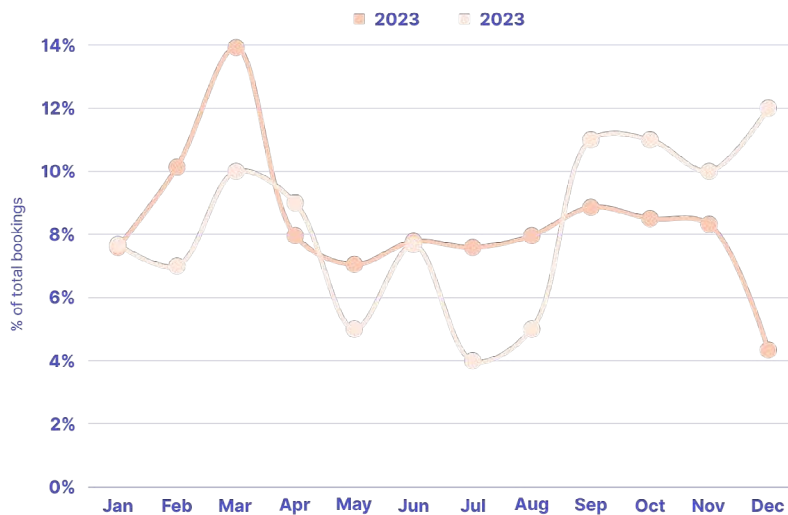
Contract Length and Bookings

The Developer discipline stood out as one of the few experiencing a year-on-year increase in contract lengths. Contracts averaged **38 working days (just under 8 weeks)**, marking a notable **increase of +7%**. However, top 10% contracts averaged **92 working days (just over 18 weeks)**, reflecting a marginal **year-on-year decrease of -2%**.

Across all experience levels, except **Director** which saw **no change**, increased in contract length. Both **Midweight** and **Senior** roles saw the highest **year-on-year increase at +6%**.

The **Development** sector witnessed an uptick in **bookings**, experiencing a **+9% year-on-year increase**. There was an increase in demand observed during the first quarter of the year. Despite fluctuations, demand remained relatively stable for the remainder of the year, with March being the highest booking month of 2023.

Monthly distribution of bookings by year (%)



year-on-year increase in bookings

9%

2023 highest booking month: **March**

14%

Average contract length (working days)

38

£414

Average day rate (GBP)

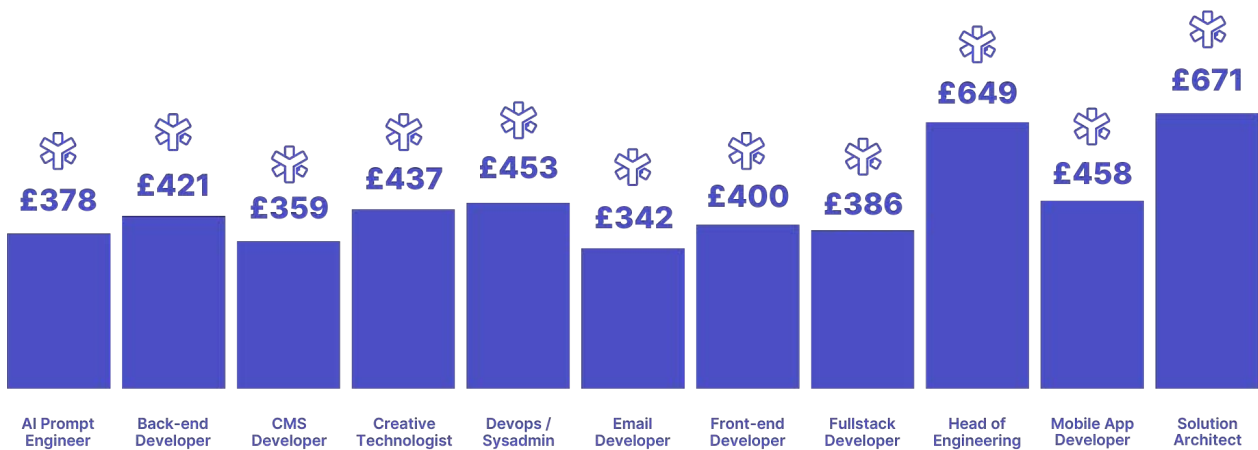
Developers



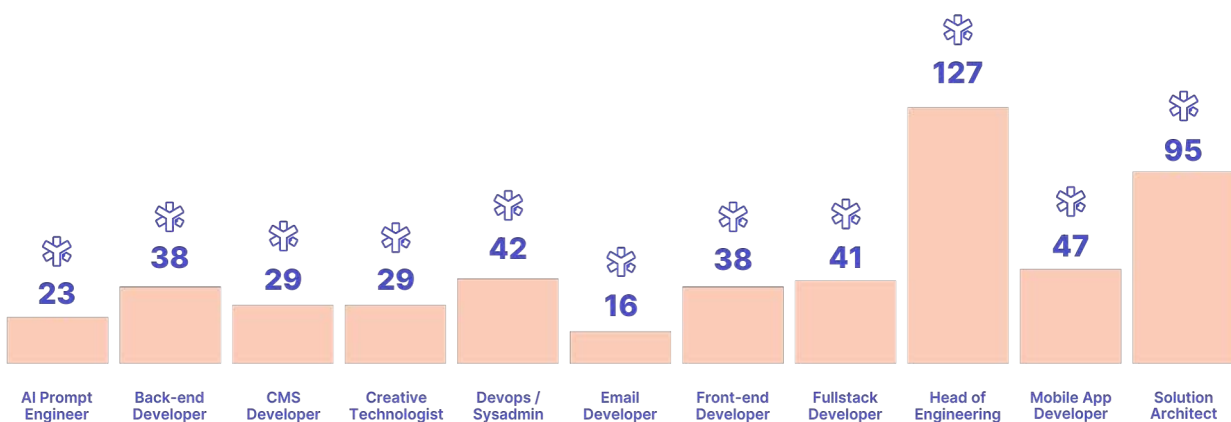
Roles


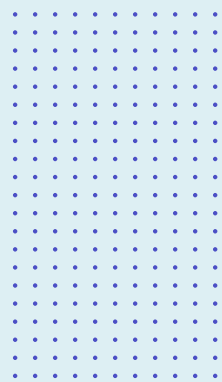
Solution Architects earned the highest day rate on average across the Developer discipline, earning **£671 per day**. **Head of Engineering** secured the longest contract length at **127 working days**.

Day rate by role



Contract length by role





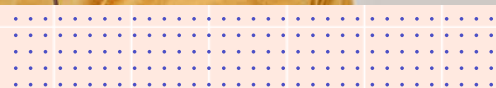
Times are difficult right now, especially for freelancers. Whilst this should always be the case and sort of goes without saying, it's **so important to make sure that you're doing your utmost** to ensure that your **clients are getting your best work**. After all, their **success** leads to your own.

Jase Warner

Creative Web Developer

Years in freelance: 10 years

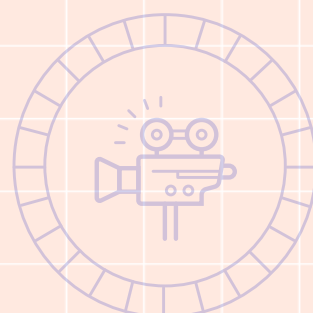
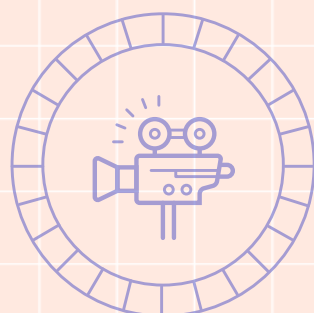
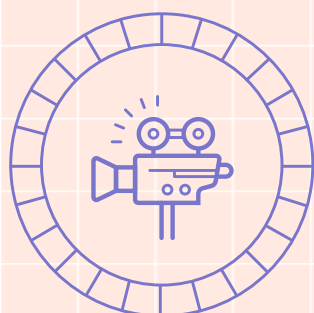
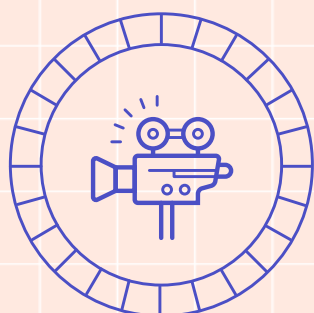




Film & Motion

Typical roles within this category on the YunoJuno platform:

Animation, Colourist, Motion Graphics, Producer, Sound Designer, Sound Engineer, Storyboard Artist, Video Editing and Videography.



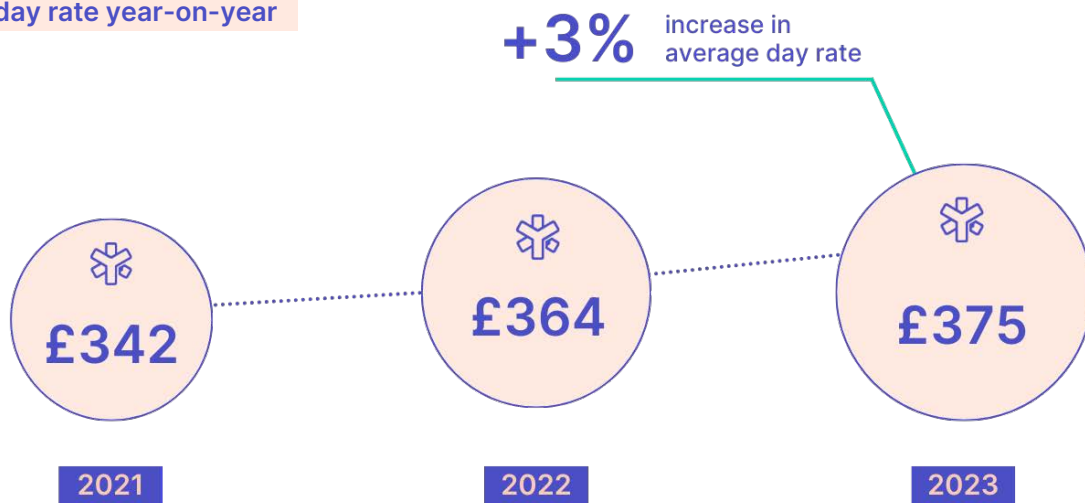
Film & Motion



Day Rate

Film & Motion stood out as the sole discipline to witness a year-on-year increase in both average day rates and contract lengths. The average day rate in Film & Motion was **£375 per day**, reflecting a notable **+3% increase year-on-year**. Similarly, the Top 10% contracts also experienced an increase of **+1% year-on-year**, settling at an average rate of **£685 per day**.

Average day rate year-on-year



Across all experience levels, except **Director** roles which saw a **-1% decrease**, there were increases in their average day rates. **Midweight** roles experienced an **increase of +8% year-on-year**.

Average day rate by experience



Film & Motion



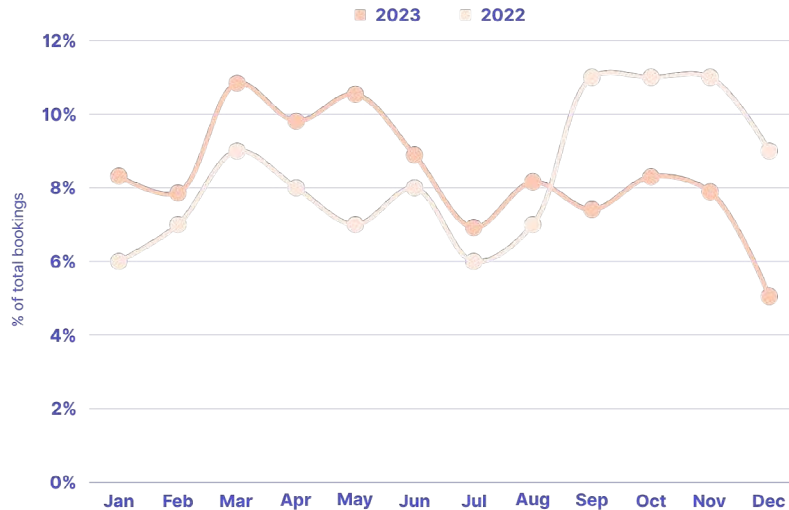
Contract Length and Bookings

Contracts within the discipline averaged **11 working days (2 weeks)**, year-on-year increase of **+8%**. Top 10% contracts, on the other hand, averaged **79 working days (just under 16 weeks)**, reflecting a **year-on-year increase of +7%**.

All experience levels saw increases in their contract lengths, with **Midweight** roles seeing the highest **year-on-year increase at +30%**.

Bookings within the **Film & Motion** sector **increased by +19% year-on-year**. The sector experienced heightened demand, particularly in the first half of the year, with March being the highest booking month of 2023. There was a noticeable tapering off of demand in the latter part of the year.

Monthly distribution of bookings by year (%)



year-on-year increase
in bookings

19%

2023 highest booking
month: **March**

11%

Average
contract length
(working days)



Average day
rate (GBP)

Film & Motion



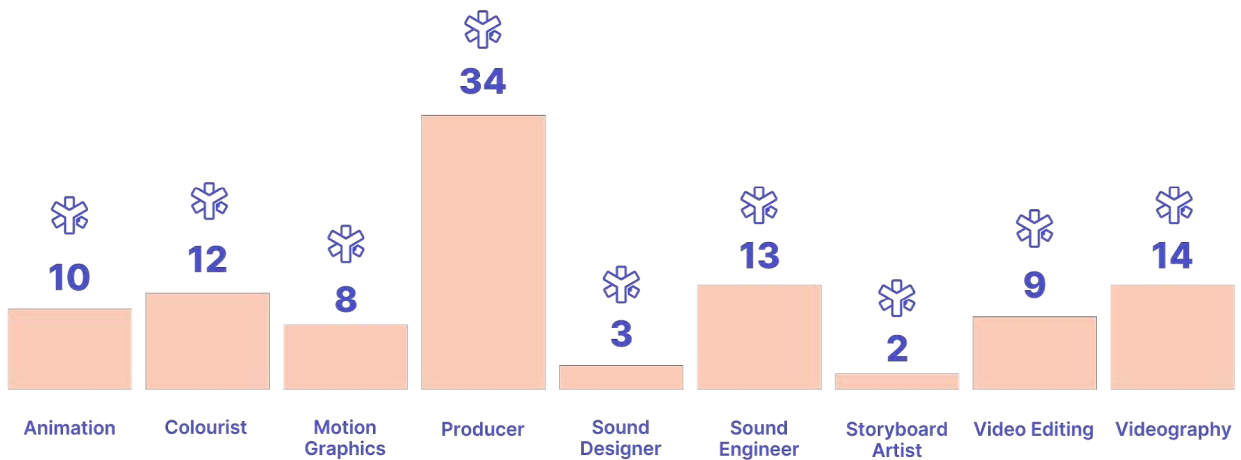
Roles

In the Film & Motion discipline, **Videography** emerged with the highest average rate across roles, earning on average **£417 per day**. On the other hand, **Producers** secured the longest contract, surpassing the average within the by **+209% (34 v 11 working days on average)**.

Day rate by role



Contract length by role



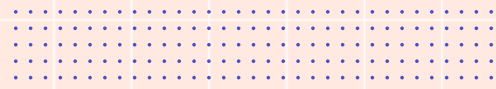
As a freelancer it can be hard to balance **building a diverse portfolio and upskilling** myself with the need to **secure a steady income**, but I always try to **invest my downtime** on **developing new skills**, keeping up to date with new trends, taking courses, and always staying **informed on the industry**.

Francesca de Bassa

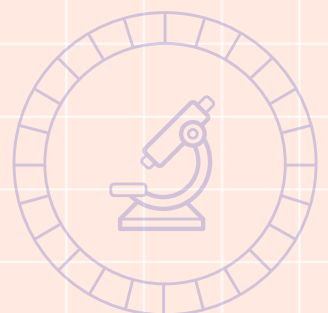
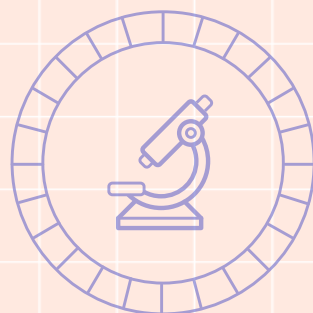
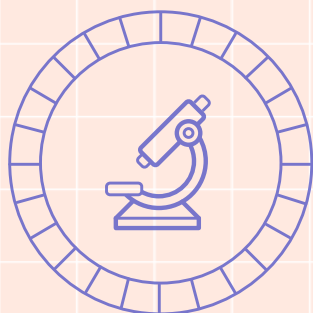
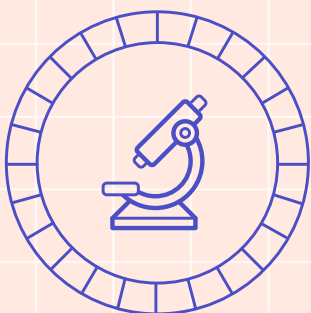
Art & Film Director

Years in freelance: 8 years





Market Research



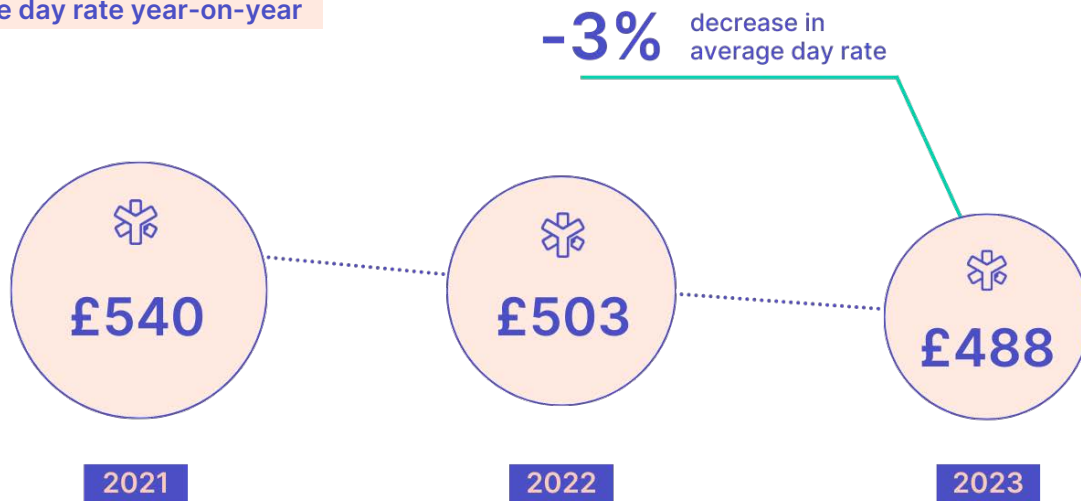
Market Research



Day Rate

In 2023, Market Research claimed the second highest average day rate on the YunoJuno platform, earning **£488 per day**, although it marked a **year-on-year decrease of -3%**. The top 10% averaged at **£710 per day** however, saw a **-10% year-on-year decrease**.

Average day rate year-on-year



Midweight roles saw a notable **+36% increase year-on-year**, with both Senior and Lead roles also experiencing increases. However, **Director** roles saw a **-4% decrease year-on-year**.

Average day rate by experience

Year	Director (£)	Lead (£)	Senior (£)	Mid (£)
2021	£535	£483	£499	£297
2022	£511	£450	£443	£249
2023	£489	£477	£468	£338

Market Research



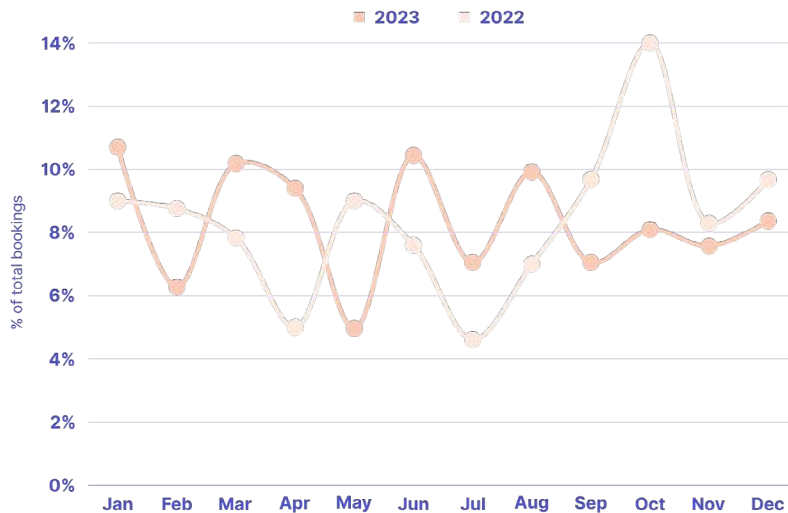
Contract Length and Bookings

Market Research stood out among disciplines, experiencing substantial growth in contract length with a remarkable **year-on-year increase of +27%**, averaging **40 working days (8 weeks)**. Top 10% contracts averaged **104 working days (just under 21 weeks)**, reflecting a **year-on-year increase of +12%**.

Lead and **Director** levels saw notable increases in contract rates, growing by **+58%** and **+2% year-on-year, respectively**. Whereas, **Senior** and **Midweight** roles saw a decrease, with **Midweight** experiencing a **-42% decrease year-on-year**.

However, despite these trends, overall **bookings** within **Market Research** saw a **decrease of -6% year-on-year**. Slight peaks in booking demand were observed every two to three months with the highest booking month of 2023 being January.

Monthly distribution of bookings by year (%)



year-on-year decrease in bookings

-6%

2023 highest booking month: **January**

11%

Average contract length (working days)

40

Average day rate (GBP)

£488

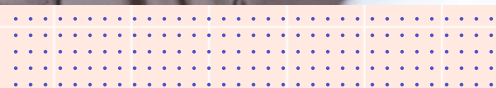
I genuinely think it's worth **talking to peers** about **day rates**. This can be an uncomfortable conversation as it **relies on both parties being honest about what they earn**, but it's worth doing. I honestly hadn't realised just how far off I was in terms of billing until I did so. It's also worth having an **open chat with clients** about this. There are lots of things to juggle but try to **remember the value you're bringing** as part of the conversation. They're working with you for a reason.

Gurpinder Sidhu

Freelance Qualitative Research Director

Years in freelance: 6 years

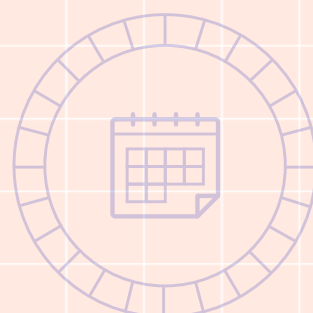
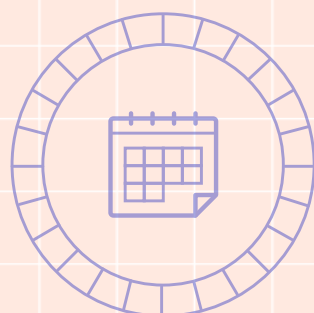
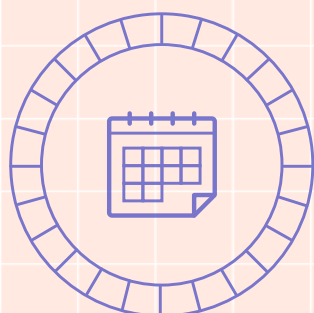
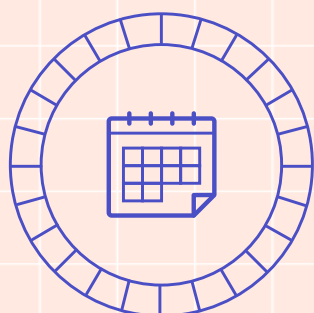


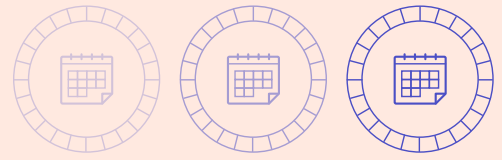


Marketing

Typical roles within this category on the YunoJuno platform:

Analytics Consultant, Biddable Manager, CRM Consultant, Digital Marketing Specialist, Events Manager, Growth Hacker/Marketer, Marketing Consultant, Performance Marketing Manager and SEO Consultant.

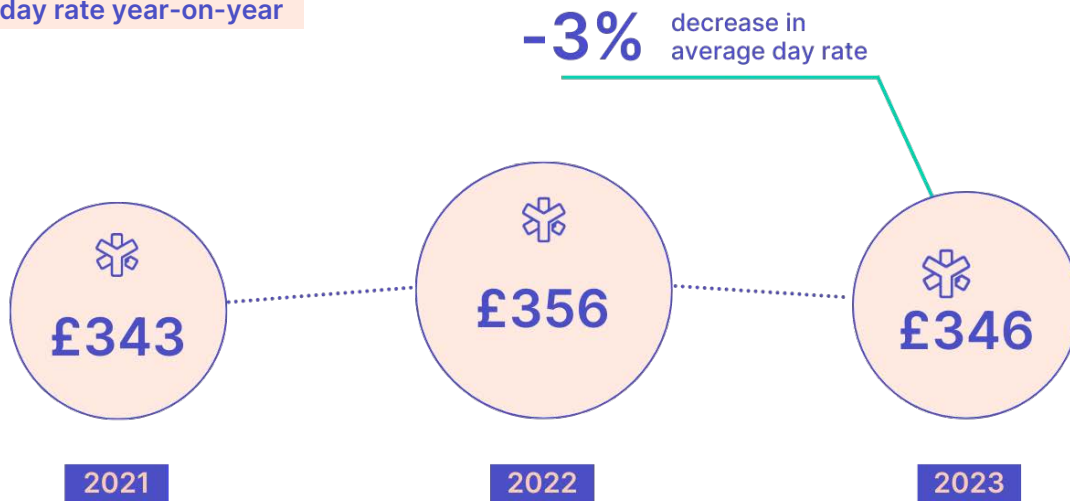




Day Rate

In 2023, Marketing witnessed a **-3% year-on-year decrease** with an average day rate of **£346**. In contrast, the top 10% experienced a **+4% increase**, averaging **£688 per day**.

Average day rate year-on-year

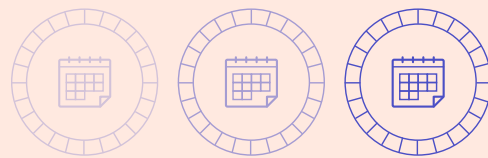


Midweight roles showed a **+17% year-on-year increase**. Whilst the other experience levels showed a decrease, with **Lead** roles showing the biggest **decrease of -5% year-on-year**.

Average day rate by experience



Marketing



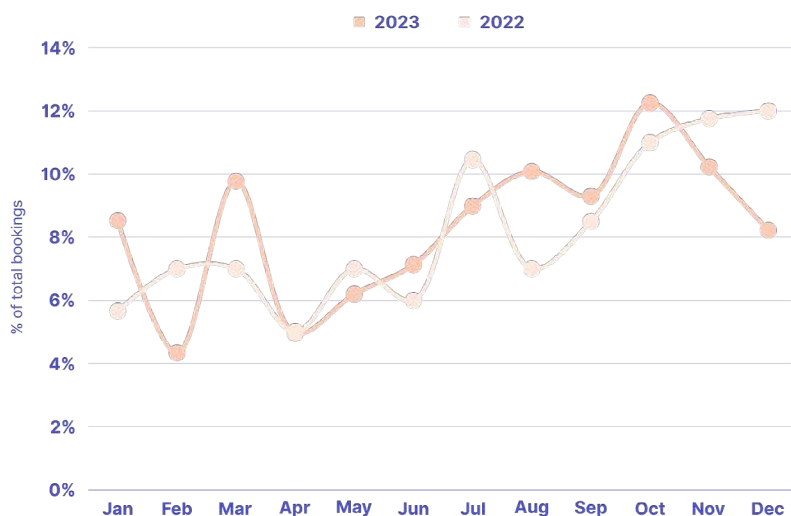
Contract Length and Bookings

In 2023, Marketing experienced a **-12% decrease** in the average contract length, settling at **41 working days (8 weeks)**. The top 10% contracts also saw a **-3% decrease**, averaging **83 working days (over 16 weeks)**.

Midweight roles stood out with a **+11% increase** in their contract lengths, while other experience levels witnessed a decrease. **Director** Roles saw the most significant **decrease of -18% year-on-year**.

The **Marketing** sector experienced robust growth, witnessing a remarkable **+39% year-on-year increase** in **bookings**. This upward trajectory in demand continued to gain momentum throughout the year with October being the highest booking month of 2023.

Monthly distribution of bookings by year (%)



year-on-year increase
in bookings

39%

2023 highest booking
month: **October**

12%

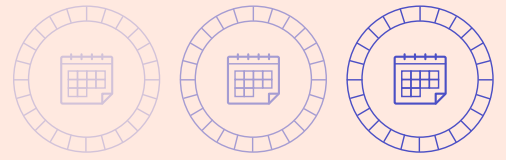
Average
contract length
(working days)

41

Average day
rate (GBP)

£346

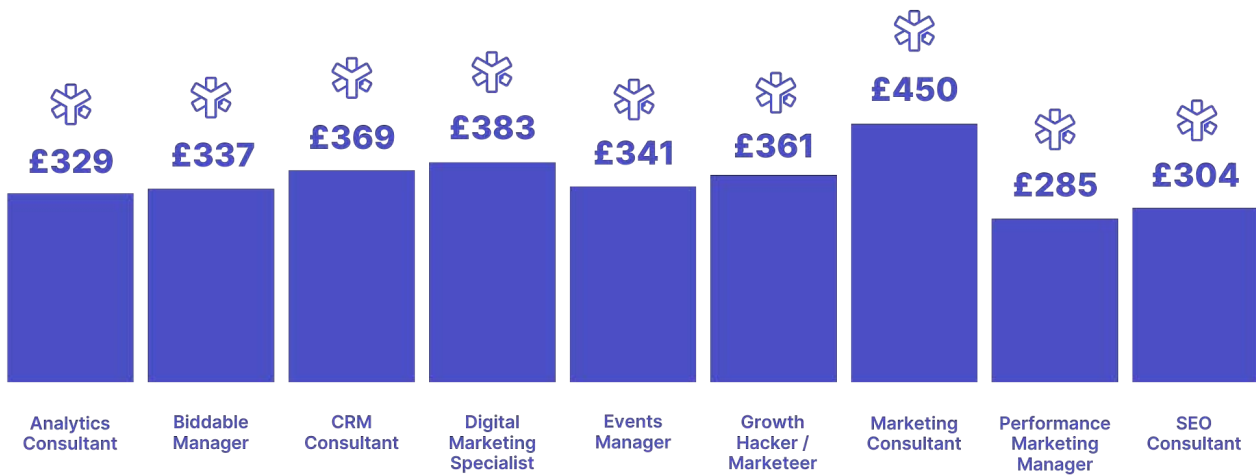
Marketing



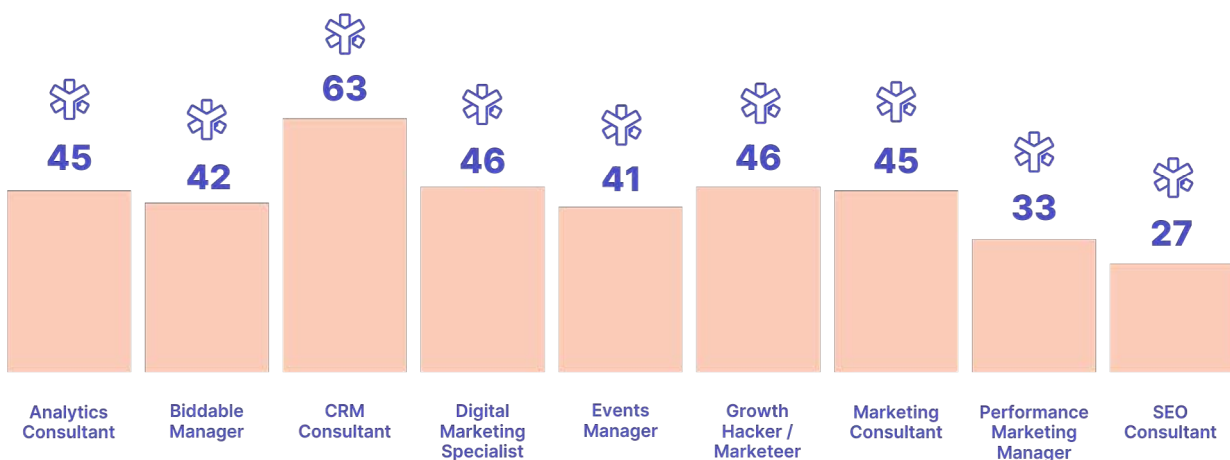
Roles

Marketing Consultants commanded the highest rate across the discipline, earning **£450 per day** on average. On the other hand, **CRM Consultants** secured the longest contract lengths at **63 working days**.

Day rate by role



Contract length by role



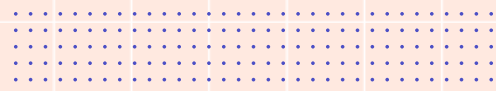
Freelancers offer great **cost-effective and flexible resources** for businesses for all different sizes. I prefer to **scope on a project basis** particularly when working with businesses directly, but for agencies where I'm a contractor I will work on a set day rate. Generally however, there is a lot of **confusion out there around IR35**, specifically what it means for **ways of working**, which can slow down the hiring process.

Sophie Parker

Brand Communications & PR Strategist

Years in freelance: 3 years

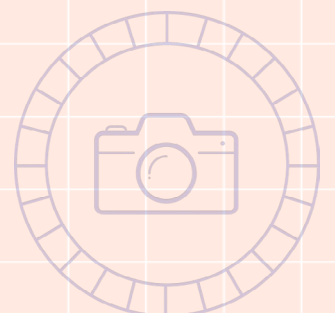
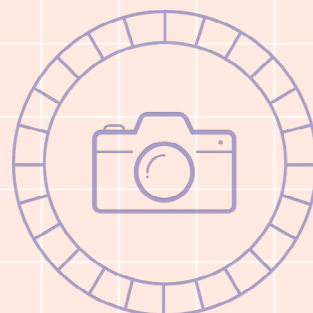
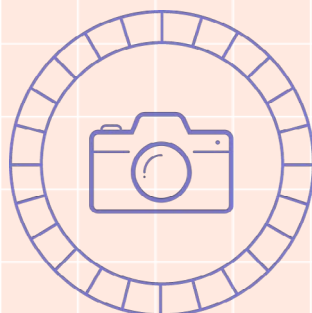
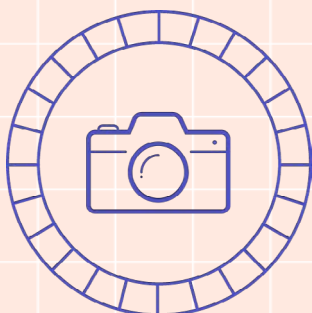




Photography

Typical roles within this category on the YunoJuno platform:

DOP, Photo Editor and Photographer.



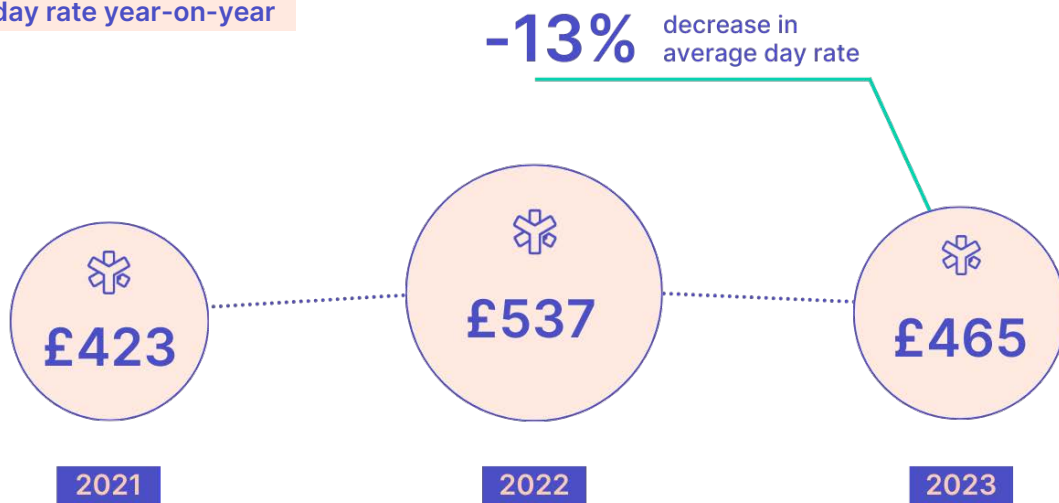
Photography



Day Rate

In 2023, Photography experienced a **-13% year-on-year decrease** with an average day rate of **£465**. Top 10% contracts didn't see a year-on-year change, staying at **£831 per day**.

Average day rate year-on-year



All experience levels witnessed a decrease, with **Director** and **Senior** roles experiencing the highest declines at **-24%** and **-23%**, respectively.

Average day rate by experience



Photography



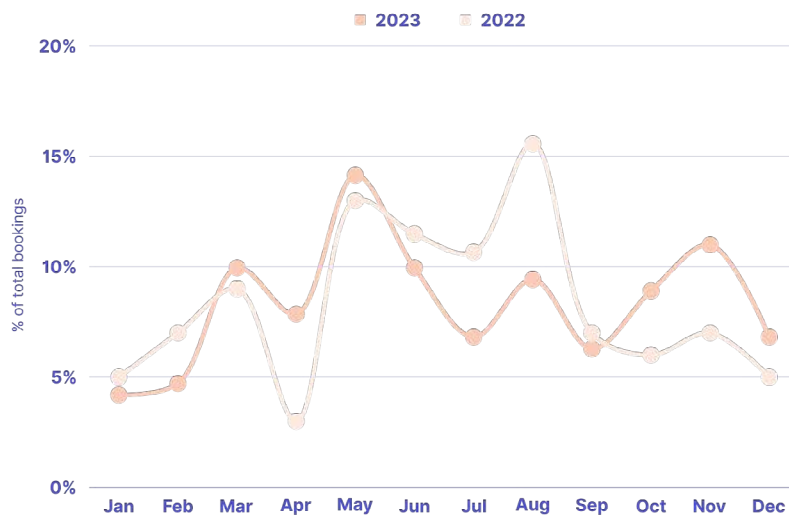
Contract Length and Bookings

In 2023, Photography demonstrated the most significant increase in contract lengths across the YunoJuno platform, with a remarkable **+44% year-on-year** surge to an average of **9 working days**. However, the top 10% contracts witnessed a substantial **decrease of -31% year-on-year**, with the average contract length being **75 working days (15 weeks)**.

Encouragingly, all experience levels saw an increase in contract lengths, with **Directors** leading the way with a remarkable **+200% surge**.

Moreover, **Photography bookings** exhibited substantial growth by **+52% year-on-year**, with demand fluctuating every few months. The highest booking month of 2023 was May.

Monthly distribution of bookings by year (%)



year-on-year increase in bookings

52%

2023 highest booking month: **May**

14%

Average contract length (working days)



9



£465

Average day rate (GBP)

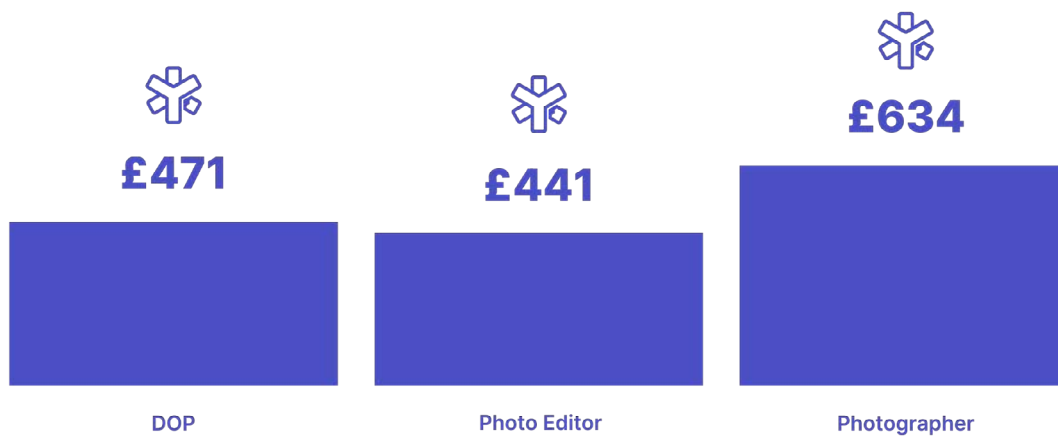
Photography



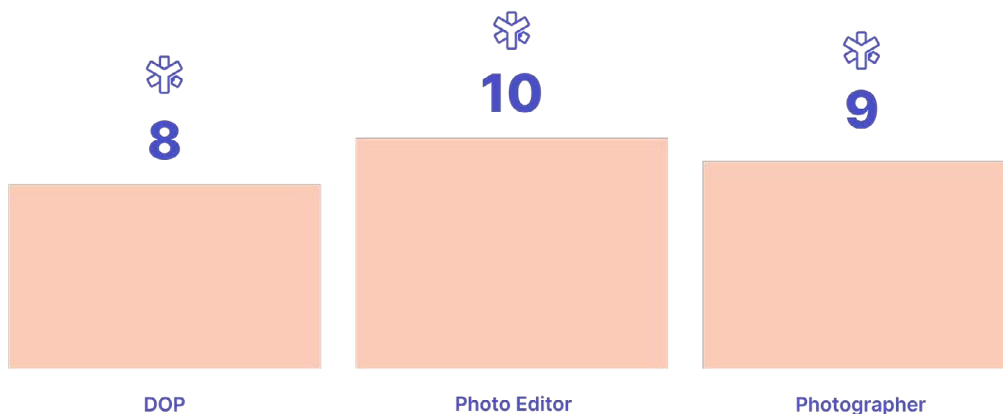
Roles

Photographers secured the highest day rate on average, earning **£634 per day**. **Photo Editors** boasted the longest contract lengths at **10 working days**.

Day rate by role



Contract length by role



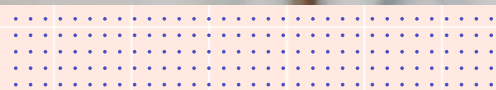
I do **adjust my rates** depending on the **type of project**. If for example, the project is a **longer-term** one it makes sense to adjust to a **weekly or monthly** rate rather than a day rate. Similarly, if a **client has a lower budget** then the **deliverables** I can offer may **change**.

Trevor Price

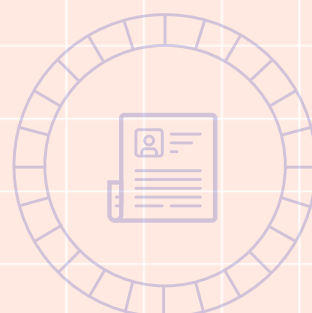
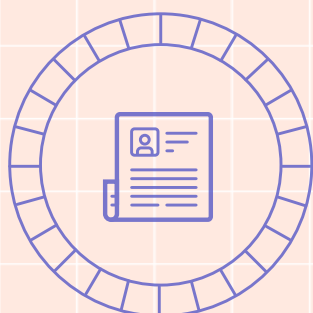
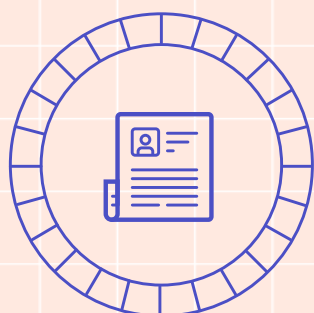
Freelance Photographer, Videographer & Video Editor

Years in freelance: 5 years





PR

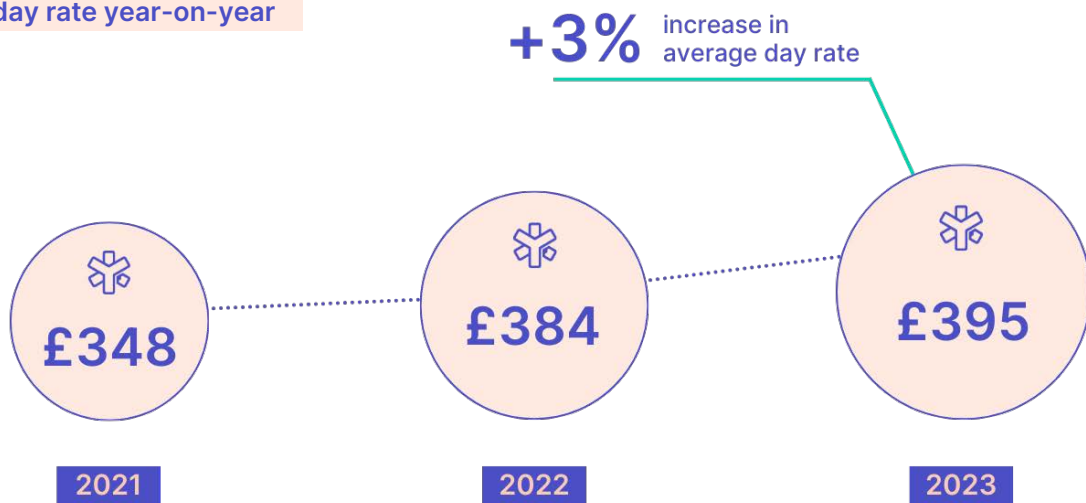




Day Rate

In 2023, PR was one of the few disciplines to experience an increase in rates. The average day rate was **£395**, a **+3% year-on-year increase**. Interestingly, the top 10% witnessed a **-4% decrease year-on-year** change, at **£630** per day.

Average day rate year-on-year



Director roles experienced a slight **decrease of -1%**, whereas **Midweight** roles observed the most significant **year-on-year increase at +68%**.

Average day rate by experience





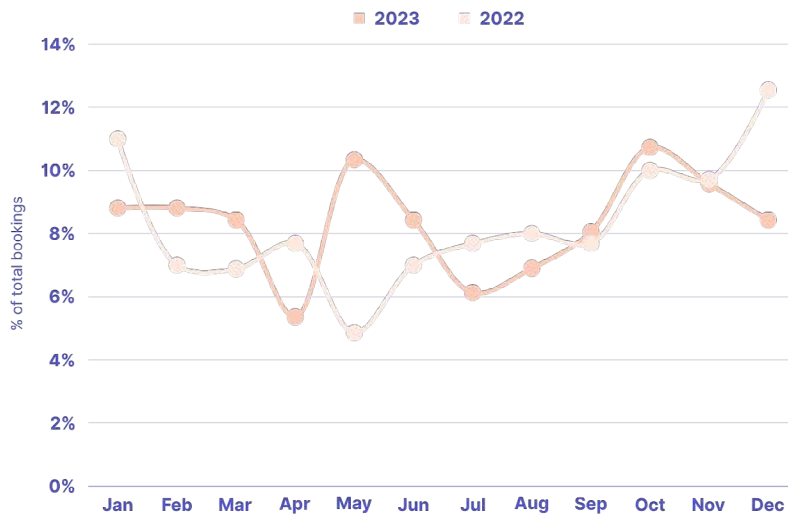
Contract Length and Bookings

In 2023, contract lengths on average **decreased by -19%** across PR, settling at **37 working days (just over 7 weeks)**. Similarly, top 10% contracts witnessed a **-18% decrease, averaging 75 working days (15 weeks)**.

In 2023, all experience levels within PR experienced a decrease. Notably, **Senior** roles witnessed the most substantial **decrease at -31%**.

However, despite these fluctuations, **PR bookings** showed a positive **increase of +6% year-on-year**, with demand increasing in the second half of the year. October was the highest booking month in 2023.

Monthly distribution of bookings by year (%)



year-on-year increase in bookings

5%

2023 highest booking month: **October**

11%

Average contract length (working days)

37

£395

Average day rate (GBP)

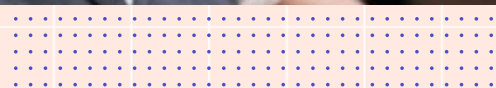
Every year I **learn a new skill set** to add to my slate, which **adds value to my clients**. It can be anything from the Adobe Creative Suite to touch typing or Canva for marketing, but it's **not enough to develop** – you have to **tell the world what you're doing**. Entering competitions, mentoring, **collaborating and networking** helps me to keep my **knowledge and contact pool expanding**.

Zara Janjua

Broadcast Journalist

Years in freelance: 6 years

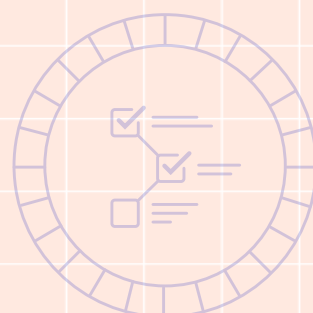
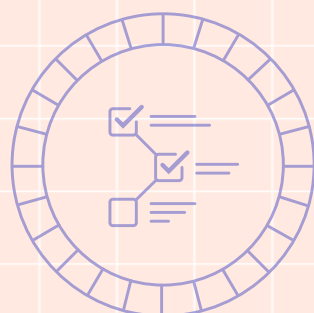
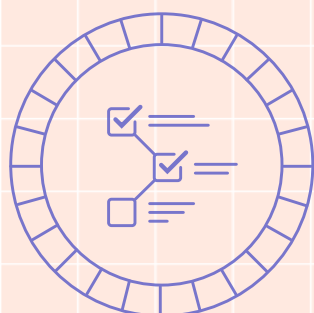
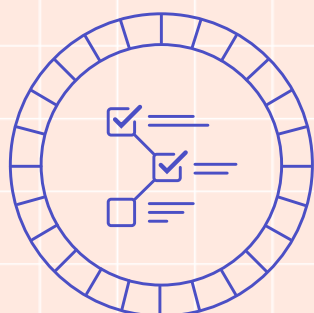




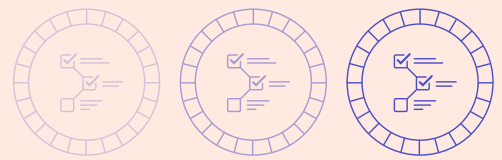
Project Management

Typical roles within this category on the YunoJuno platform:

Agile Coach, Business Analyst, Creative Services, Digital Project Manager, IT Project Manager, Product Manager, Programme Manager, Project Director, Project Manager, Resource Manager and SCRUM Master.



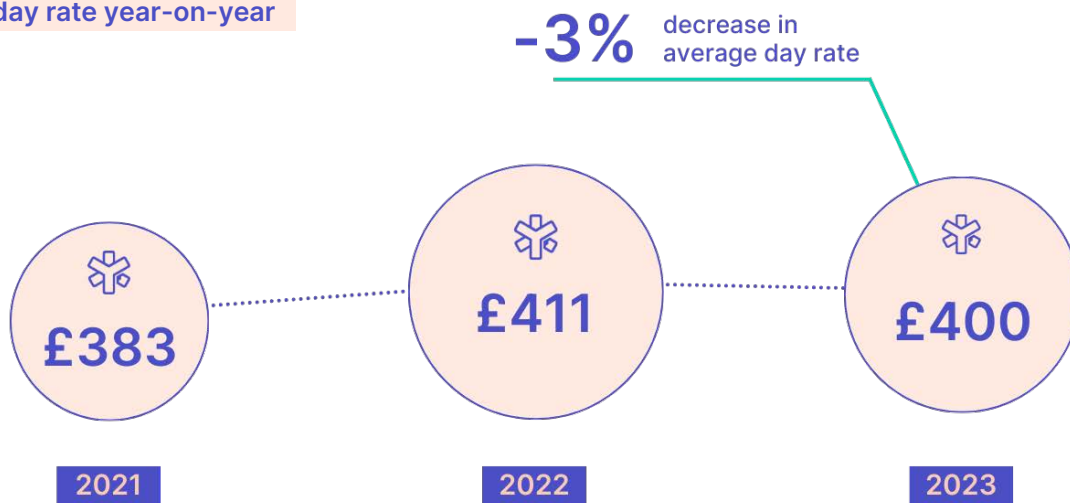
Project Management



Day Rate

Project Management experienced a modest decrease in day rates, **declining by -3%**, with freelancers earning an average of **£400 per day**. The top 10% also saw a **decrease of -2% year-on-year** averaging **£632 per day**.

Average day rate year-on-year



Midweight roles exhibited an **increase of +8% year-on-year**, signalling positive growth. However, other experience levels faced a decrease, particularly with **Senior** Roles witnessing a **decline of -5%**.

Average day rate by experience



Project Management



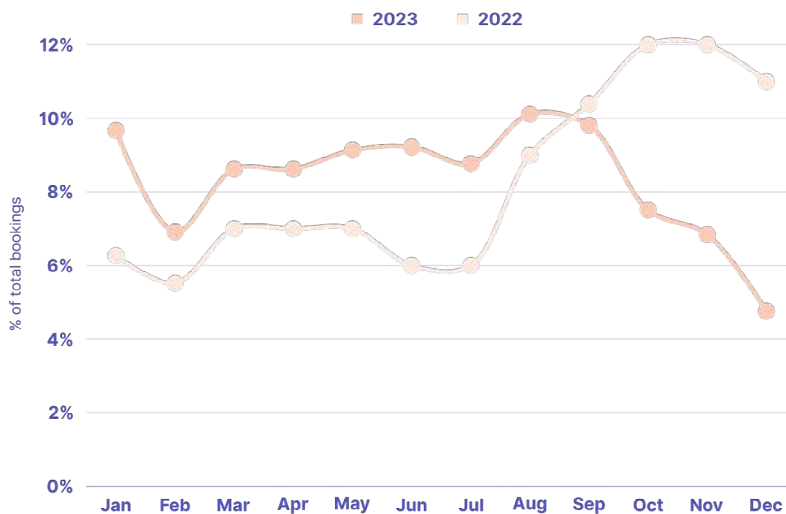
Contract Length and Bookings

In 2023, average contract lengths in Project Management experienced a **decline of -19% year-on-year**, settling at **45 working days (9 weeks)**. Similarly, top 10% contracts witnessed a **-7% decrease**, averaging **83 working days (just under 17 weeks)**.

All experience levels saw a decrease in their contract lengths in 2023. Notably, **Senior** roles witnessed the most significant decline, experiencing a **-23% year-on-year decrease**.

Project Management demonstrated a contrasting trend with a notable **increase of +26% year-on-year in bookings**. Despite consistent demand throughout the year, the sector experienced a slight downturn in the last quarter. August was the highest booking month of 2023.

Monthly distribution of bookings by year (%)



year-on-year increase in bookings

26%

2023 highest booking month: **August**

10%

Average contract length (working days)

45

£400

Average day rate (GBP)

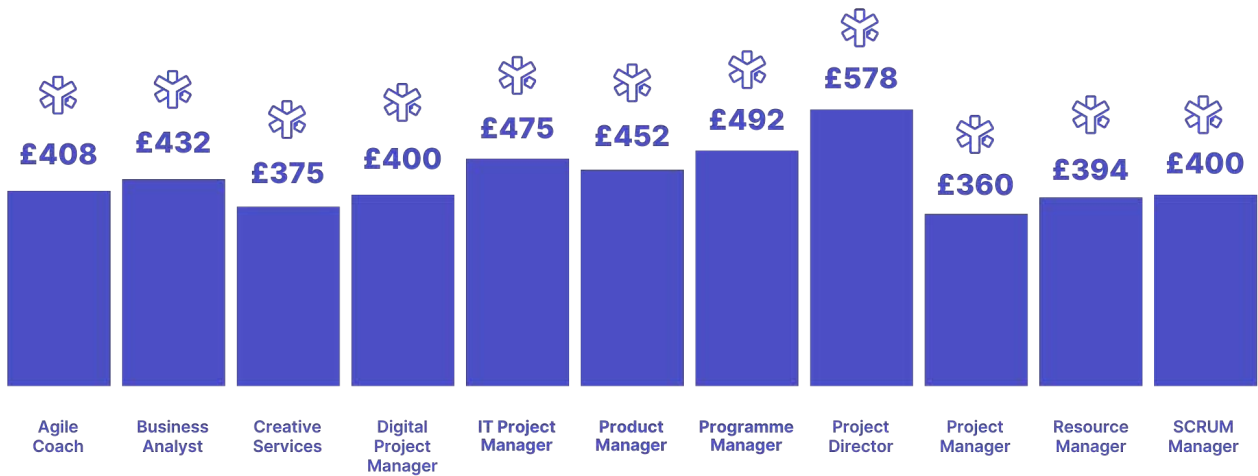
Project Management



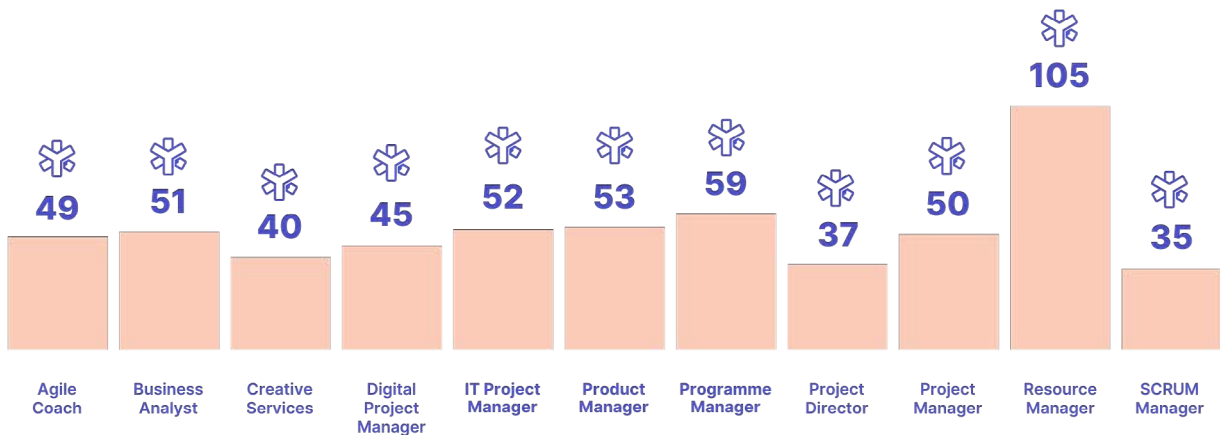
Roles

Project Directors commanded the highest rate, surpassing the discipline's average by an impressive **+42%**, earning **£578 per day**. On the other hand, **Resource Managers** secured the longest contract lengths within the discipline, at **105 working days**.

Day rate by role



Contract length by role





Pernod Ricard

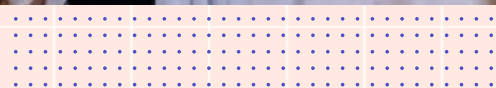
Créateurs de convivialité

Through YunoJuno, we can contract an array of **specialist freelancers** with **unique skill sets** tailored specifically for each project - something that isn't always possible with a limited internal talent pool. Our creative studio **thrives on the dynamic contributions** of freelancers, as we don't always follow the 9-5 working day, so hiring freelancers provides the **flexibility** we need to **scale up or down** quickly based on our needs.

Jennifer O'Dowling

Project Manager Executive

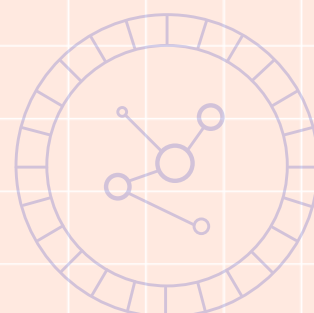
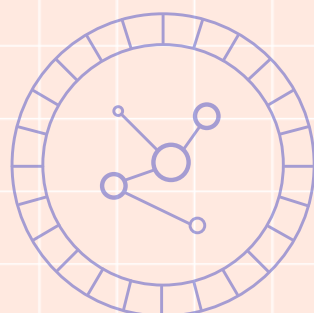
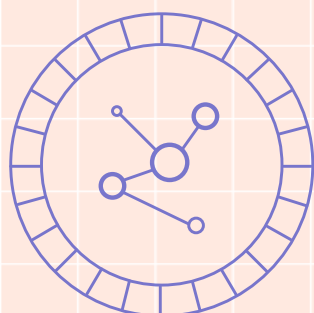
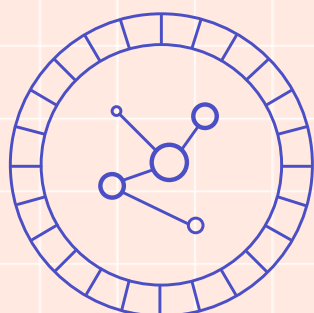




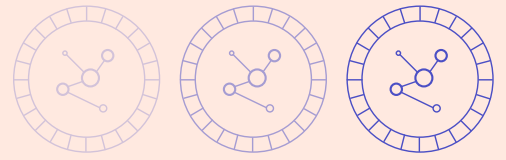
Social Media

Typical roles within this category on the YunoJuno platform:

Community Manager, Paid Social Specialist, Social Media Analyst
and Social Media Manager.



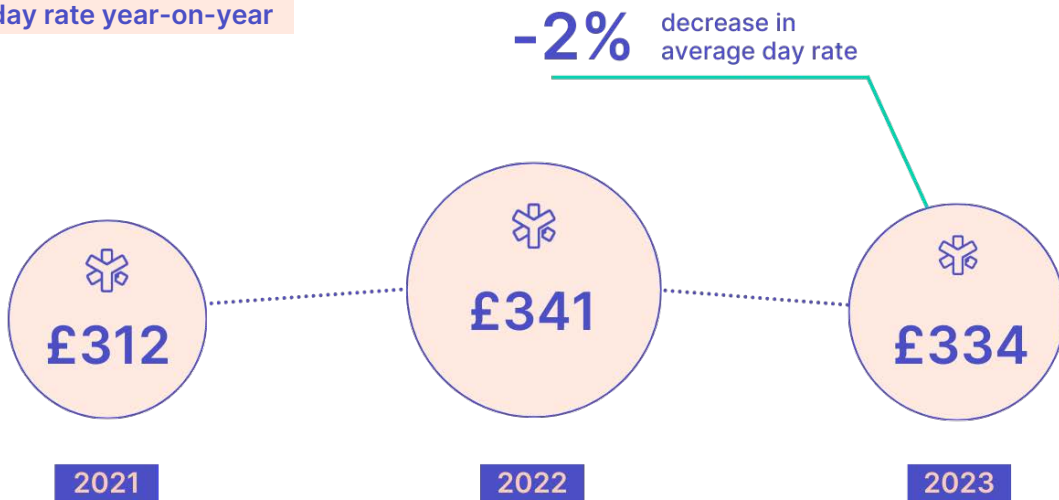
Social Media



Day Rate

In 2023, freelancers in the social discipline earned an average of **£334 per day**, reflecting a **-2% decrease year-on-year**. Top 10% contracts also experienced a **decrease of -2%**, earning **£680 per day**.

Average day rate year-on-year

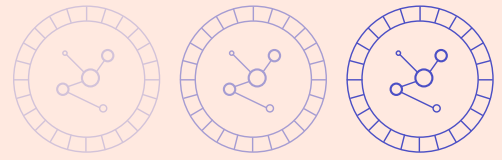


Director and **Lead** roles in the social discipline both witnessed a **-4% year-on-year decrease** in their average day rates. However, Senior and Midweight roles experienced a positive increase, and notably, **Midweight** roles saw a significant **+14% increase year-on-year**.

Average day rate by experience

Experience Level	2021 (£)	2022 (£)	2023 (£)
Director	£325	£387	£371
Lead	£324	£369	£354
Senior	£325	£338	£340
Mid	£243	£250	£285

Social Media



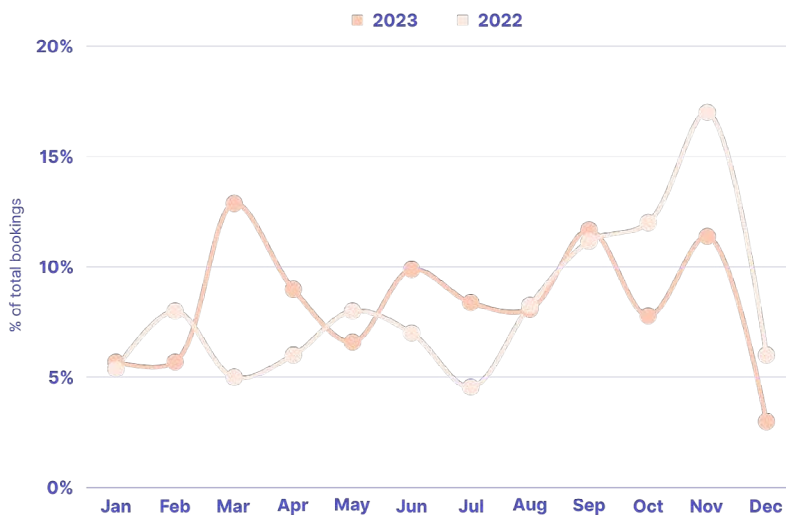
Contract Length and Bookings

The Social discipline experienced a **decrease of -8%** on contract lengths, with contracts lasting **35 working days on average (7 weeks)**. However, top 10% contracts showed a positive trend with a **+15% increase year-on-year**, securing contracts averaging **90 working days (18 weeks)**.

Director level roles saw a significant **+14% increase**, while other experience levels witnessed decreases, with **Senior** roles experiencing the most substantial **decline at -15%**.

Despite these fluctuations, **bookings** in the **Social** discipline displayed an increase of **+27% year-on-year**. Social saw their highest booking month in March in 2023 and further peaks every three months.

Monthly distribution of bookings by year (%)



year-on-year increase
in bookings

27%

2023 highest booking
month: **March**

13%

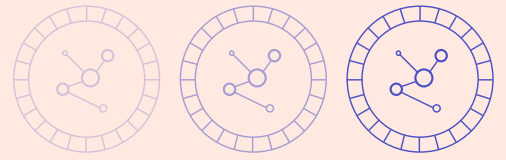
Average
contract length
(working days)

35

Average day
rate (GBP)

£334

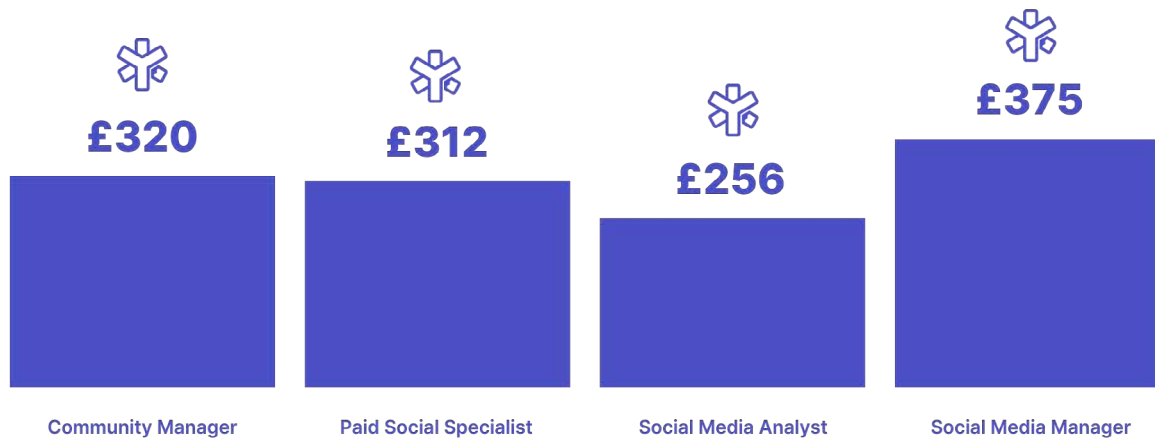
Social Media



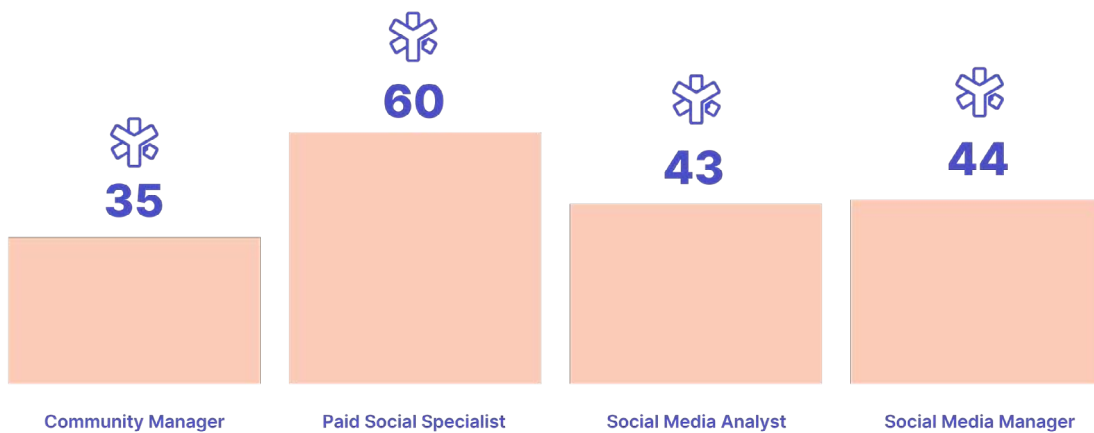
Roles


Within the Social discipline, **Social Media Managers** emerged as the top earners, at **£375 per day**. On the other hand, **Paid Social Specialists** secured the longest contracts, discipline's average by **+71% (59 v 35 working days on average)**.

Day rate by role



Contract length by role





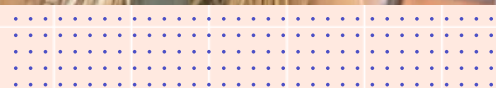
Don't assess your financial success solely based on your bank balance, as upcoming bills may impact the available funds. I've **fine-tuned my financial spreadsheet** to track expected payments and invoices, allowing for a **proactive cash flow forecast**. Many freelancers **overlook the importance of cash flow** forecasting, which is **crucial for managing payments** effectively.

Simon Caine

Senior Social Media Community Manager & Content Creator

Years in freelance: 13 years

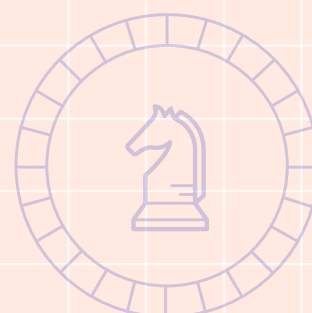
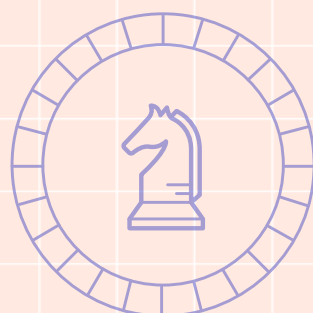
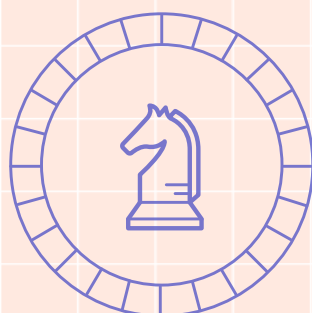
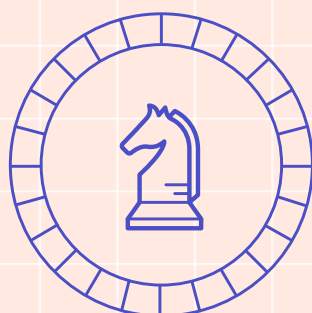




Strategy

Typical roles within this category on the YunoJuno platform:

Brand Strategist, Content Strategist, Creative Strategist, Management Consultant, Planner and Strategy Consultant.



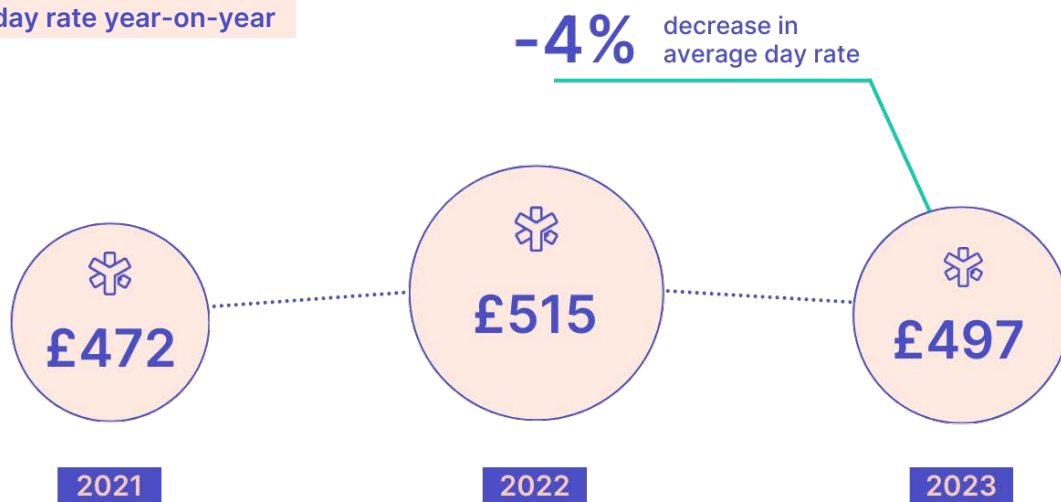
Strategy



Day Rate

In 2023, Strategy freelancers led the way earning the highest average amount on the YunoJuno platform. Despite this, they saw a **-4% year-on-year decrease** in their average rate, earning **£497 per day**. However, the top 10% of contracts exhibited a positive trend with a **+2% increase**, earning **£672 per day**.

Average day rate year-on-year



All experience levels across saw a decline in their average day rate, **Midweight** and **Lead** roles saw the biggest **year-on-year decrease of -5%**.

Average day rate by experience



Strategy



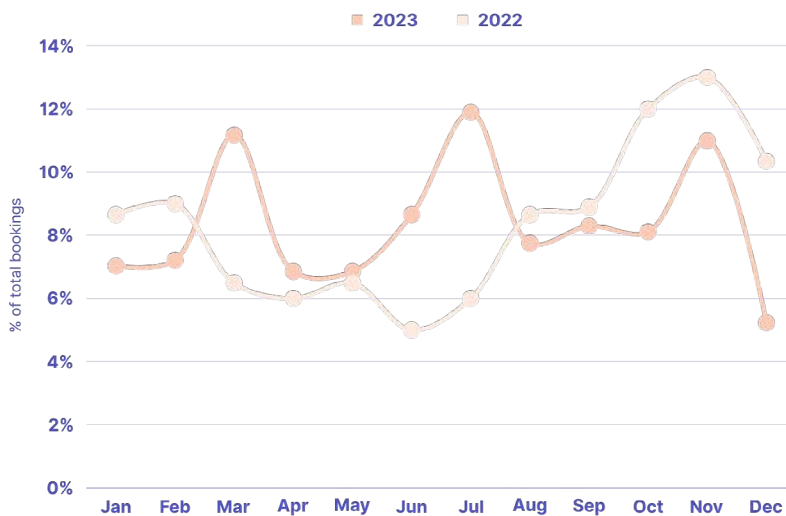
Contract Length and Bookings

The average contract length for Strategy freelancers was **31 working days (6 weeks)**, marking a **year-on-year decrease of -17%**. The top 10% contracts also experienced a **decrease of -5%**, with an average length of **80 working days (16 weeks)**.

Notably, all experience levels within the Strategy discipline saw a decrease in contract lengths, with **Midweight** level roles experiencing the most significant **drop at -34%**.

Despite the decline in contract lengths, **bookings** in the **Strategy** discipline increased by **+32% year-on-year**. Demand increased every 3 months, with July being the highest booking month in 2023.

Monthly distribution of bookings by year (%)



year-on-year increase in bookings

32%

2023 highest booking month: **July**

12%

Average contract length (working days)

31

£497

Average day rate (GBP)

Strategy



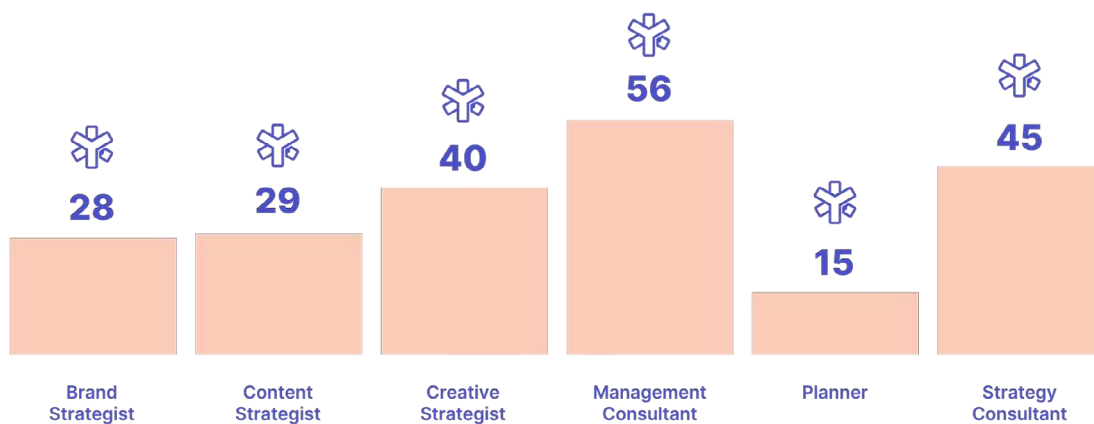
Roles

Management Consultants not only earned the highest rate at **£796 per day** but also secured the longest contract length within the Strategy discipline at **56 working days**.

Day rate by role



Contract length by role



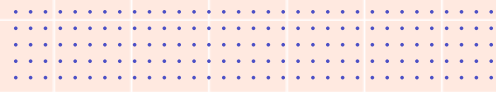
I do **adjust my rates based on the project**. Working primarily as a marketing and brand strategist, the overall process of developing a strategy is the same regardless of industry, business size, and timelines, however, **certain parts do need to be streamlined or upweighted** to meet individual business needs. For example, a larger business might have more **distinct audiences**, which requires **additional research time**. For a business that's relatively new or small, a more **streamlined approach** will **provide better value** in relation to their **overall marketing budget**.

Holly Steer

Marketing & Brand Strategist

Years in freelance: 2 years

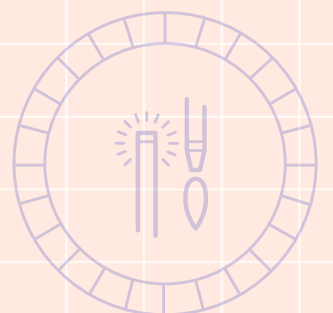
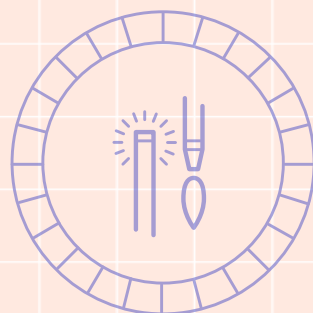
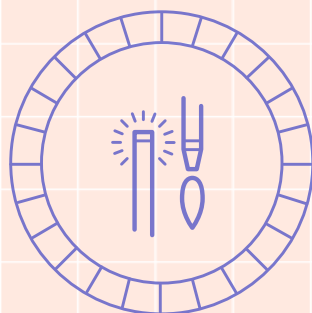
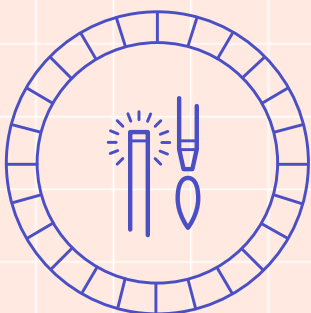




Studio

Typical roles within this category on the YunoJuno platform:

Artworker, Retoucher and Studio Manager.

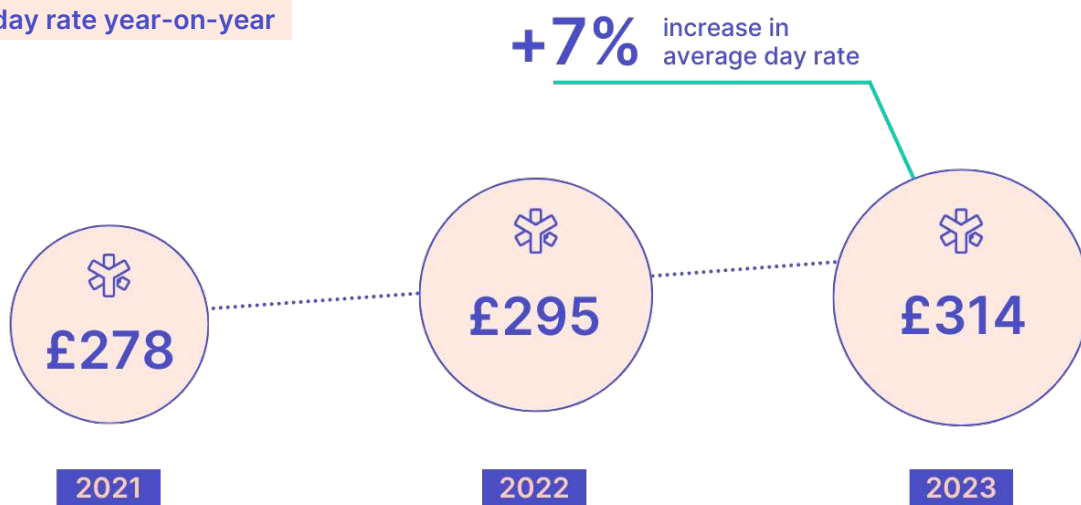




Day Rate

In 2023, Studio freelancers experienced a positive trend in average day rates, with an **increase of +7%**, earning **£314 per day** on average. This was the highest increase across the 15 disciplines analysed. Notably, the top 10% contracts also saw a rise, with a **+14% increase**, earning **£762 per day**.

Average day rate year-on-year



I've gone down the route of **specialising in a certain area**, so my portfolio isn't particularly diverse. However, what I do focus on in my portfolio is **placing an emphasis on my creative background** (studies in fine art and typography, and music as well as development). I've received a lot of **positive feedback** from new clients regarding this, as many of them were searching for a **developer with a creative ethos**.



Jase Warner

Creative Web Developer

Years in freelance: 10 years



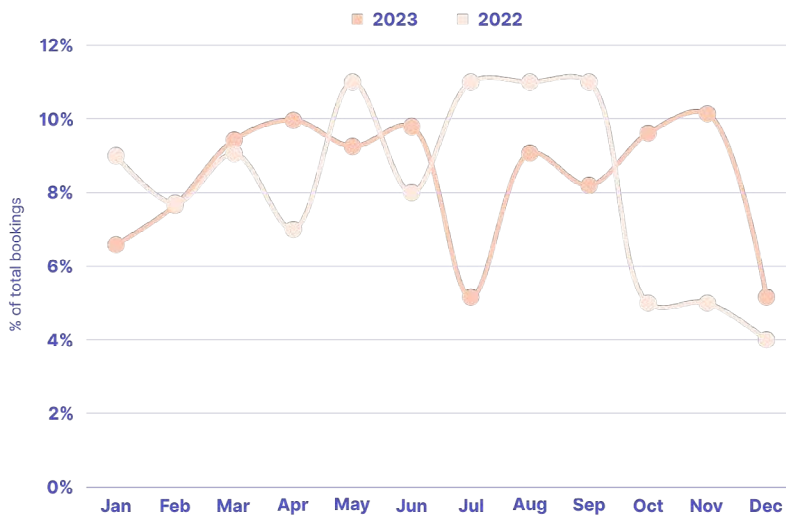
Contract Length and Bookings

On the other hand, contract lengths exhibited a decline. Freelancers, on average, secured contracts for **11 days**, reflecting a **-28% year-on-year decrease**. The top 10% also experienced a **slight decrease of -1%**, with the average being **99 working days (just under 20 weeks)**.

Across all experience levels in Studio, there was a decrease in contract lengths, averaging a **year-on-year decline of -39%**. **Midweight** level roles witnessed the most significant **decrease at -57%**.

Bookings in the **Studio** discipline **increased by +6% year-on-year**. Demand remained consistent throughout the year, with November being the highest booking month of 2023.

Monthly distribution of bookings by year (%)



year-on-year increase in bookings

6%

2023 highest booking month: **November**

10%

Average contract length (working days)



11



£314

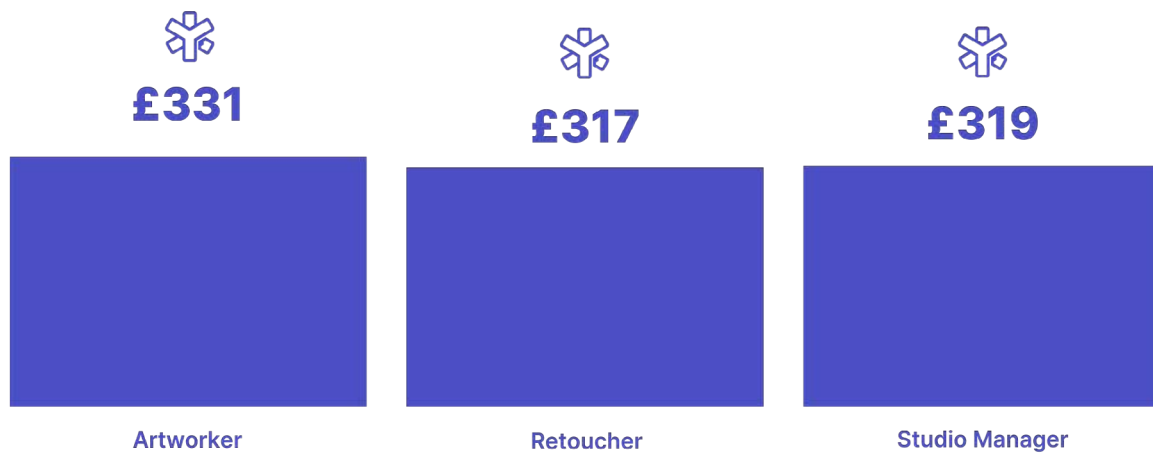
Average day rate (GBP)



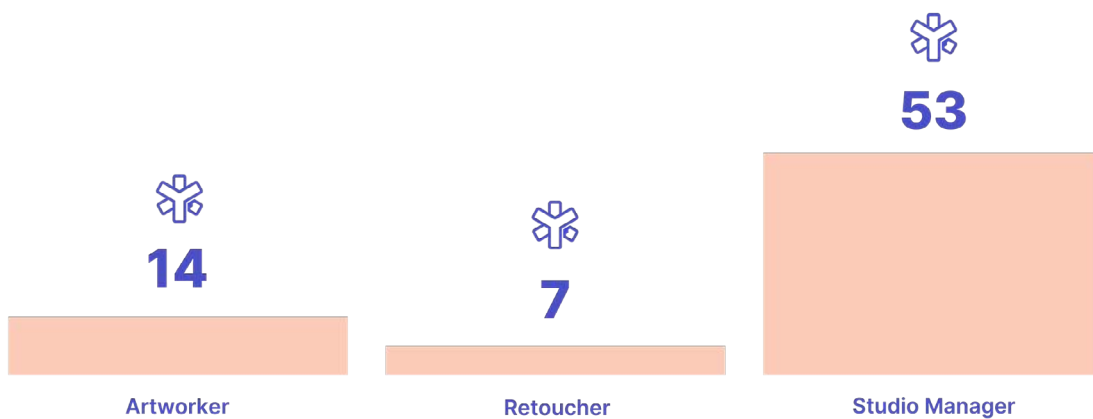
Roles

Artworkers commanded the highest average rate at **£331 per day**. **Studio Managers** secured the longest contracts at **53 working days, +44% above the discipline average**.

Day rate by role



Contract length by role



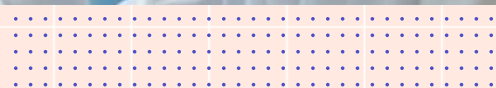
Staying current and relevant in a **rapidly changing technology landscape**, I think comes down to **working with a variety of clients** and being **open to new methodologies**. I work super closely with agencies and have **contacts from different backgrounds and age groups** to help **keep me plugged in**. Also, thankfully, I'm pretty well versed in the various **technological options we have** at our disposal.

Gurpinder Sidhu

Freelance Qualitative Research Director

Years in freelance: 6 years

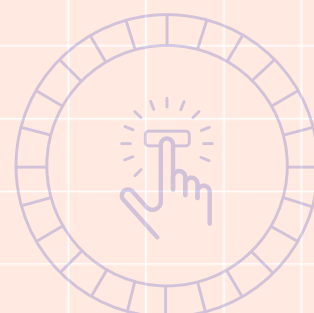
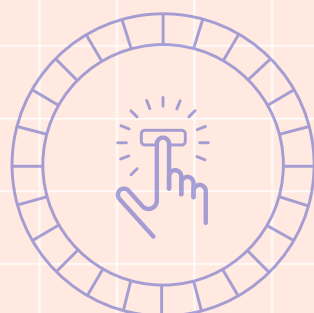
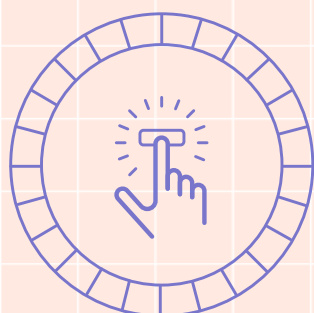
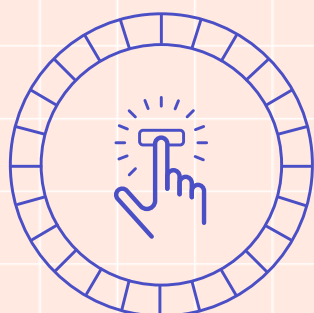


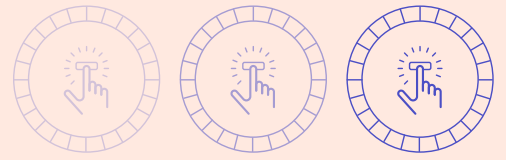


UX

Typical roles within this category on the YunoJuno platform:

Customer Experience (CX), Information Architect (IA), Service Designer, UI Designer, UX Architect, UX Designer and UX Researcher.

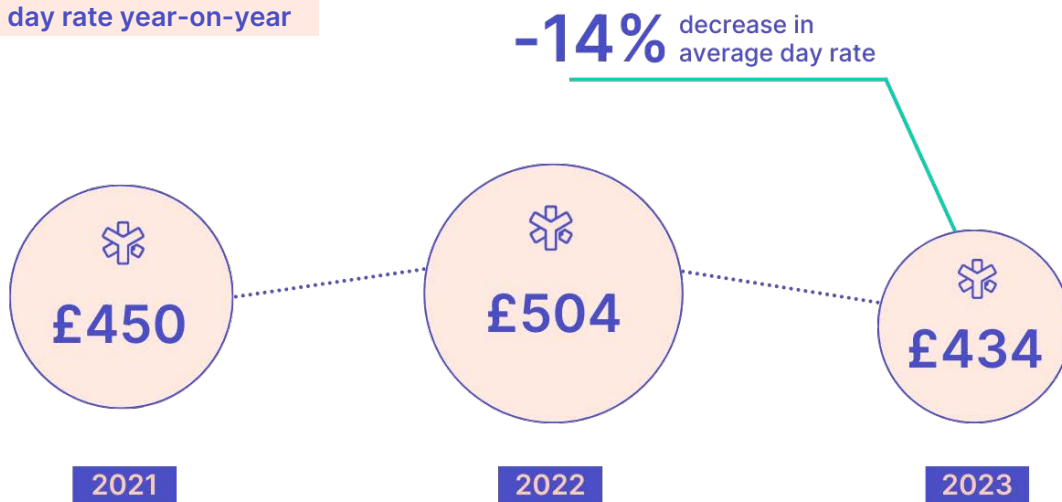




Day Rate

In 2023, the UX discipline experienced a **-14% decrease** in average day rates, with freelancers earning **£434 per day**. Top 10% contracts within the discipline saw a **-1% decrease**, taking the average to **£615 per day**.

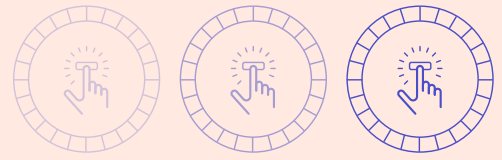
Average day rate year-on-year



Experience levels across the UX discipline experienced a decrease, with **Lead** roles seeing the most **decline at -17% year-on-year**. On the other hand, **Midweight** roles witnessed a slight **increase of +1% year-on-year**.

Average day rate by experience





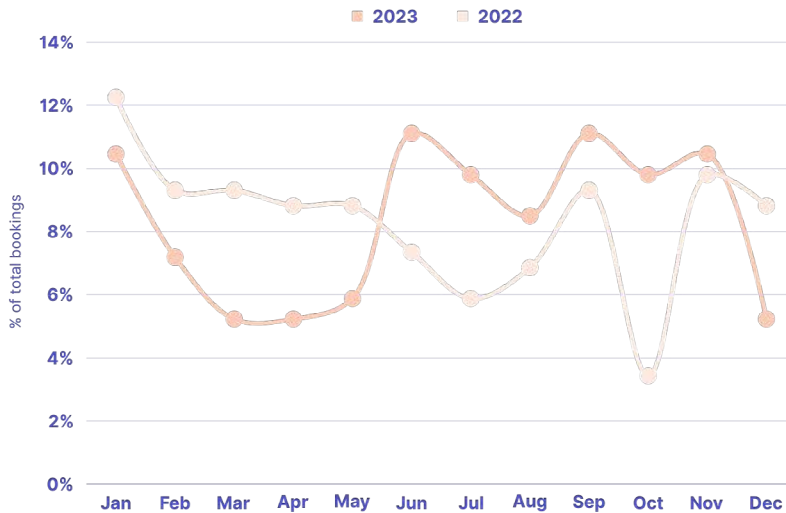
Contract Length and Bookings

Across the UX discipline, contract lengths exhibited a decrease, with freelancers securing contracts for an average of **35 working days (7 weeks)**, marking a **-9% year-on-year decrease**. However, the top 10% of contracts saw a positive **increase of +7%**, with an average length of **90 working days (18 weeks)**.

In the UX discipline, most experience levels saw a decline in contract lengths, particularly **Lead** roles with the highest **decrease of -15%**. Conversely, **Midweight** roles experienced a positive **increase of +6%** in their average contract lengths.

Although **UX bookings** witnessed a **-25% decrease in 2023**, there was a noticeable pickup in demand within the second half of the year with both June and September being the highest booking months of 2023.

Monthly distribution of bookings by year (%)





year-on-year decrease in bookings

-25%

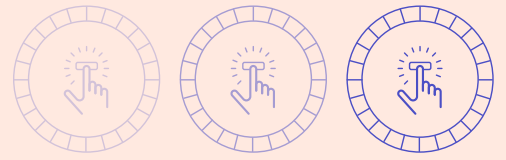
2023 highest booking month: **June & September**

12%

Average contract length (working days)



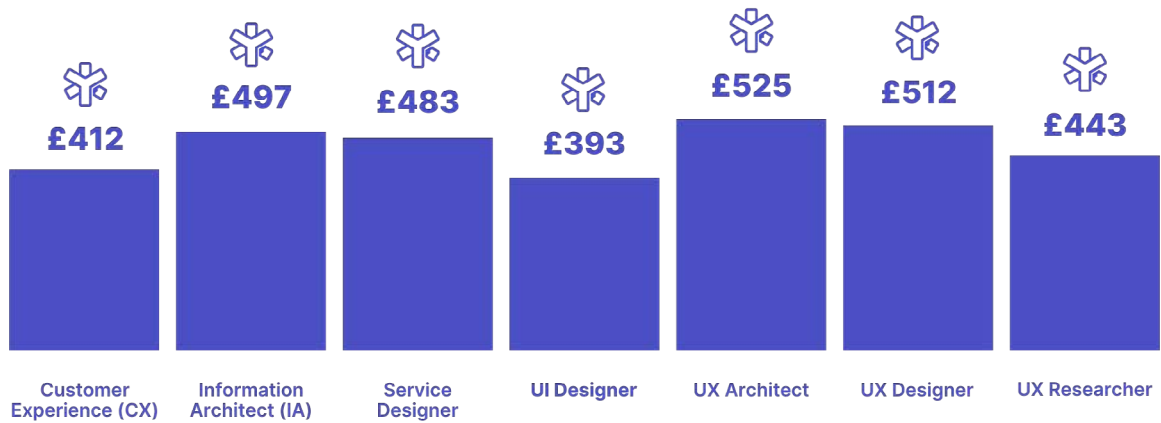
Average day rate (GBP)



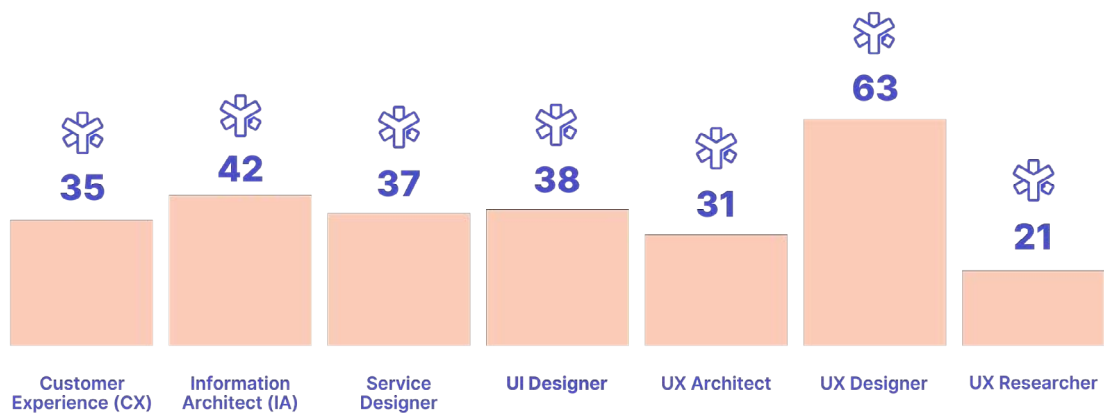
Roles

UX Architects earned the highest average rate across UX, earning **£525 per day**. **UX Designers** secured the longer contracts at **63 working days**.

Day rate by role



Contract length by role



The workforce has undergone a huge facelift over the last few years with people leaving their roles in droves. **The Great Resignation** saw a record number of people **switch jobs or leave the workplace** entirely. **As a freelancer, you can choose your pace and flow** much more readily than someone who is on a payroll. Once you are established you can choose **only to work with people you really like**, on **projects that light you up** and **fulfil a purpose**. Who wouldn't want to be their **own boss**? Especially when it means **choosing your work environment**.

Zara Janjua

Broadcast Journalist

Years in freelance: 6 years



Contributors



Report Team

Report Design



Jackie Bain
Graphic Designer

Data Analysis



Michael Cooper
Analytics Consultant

Report Creation



Koysor Abdul
Web Designer and Developer /
Webflow Specialist

Editorial



Kat Shepherd
Senior Marketing Manager
YunoJuno



Katey Gregory
Content Marketing Lead
YunoJuno

Client Contributions



Amy Alford
Senior Creative Operations Manager
Gousto



Jennifer O'Dowling
Project Manager Executive
Pernod Ricard UK

Contributors

Freelancer Contribution



Annabelle Margolis
Freelance Senior
Copywriter



Sean Burton
Geospatial Data Analytics
Consultant



Martin Hon
Creative Designer



Jase Warner
Creative Web Developer



Francesca de Bassa
Art & Film Director



Gurbinder Sidhu
Freelance Qualitative
Research Director



Trevor Price
Freelance Photographer,
Videographer & Video Editor



Zara Janjua
Broadcast Journalist



Sophie Parker
Brand Communications
& PR Strategist



Simon Caine
Senior Social Media
Community Manager &
Content Creator



Holly Steer
Marketing & Brand
Strategist

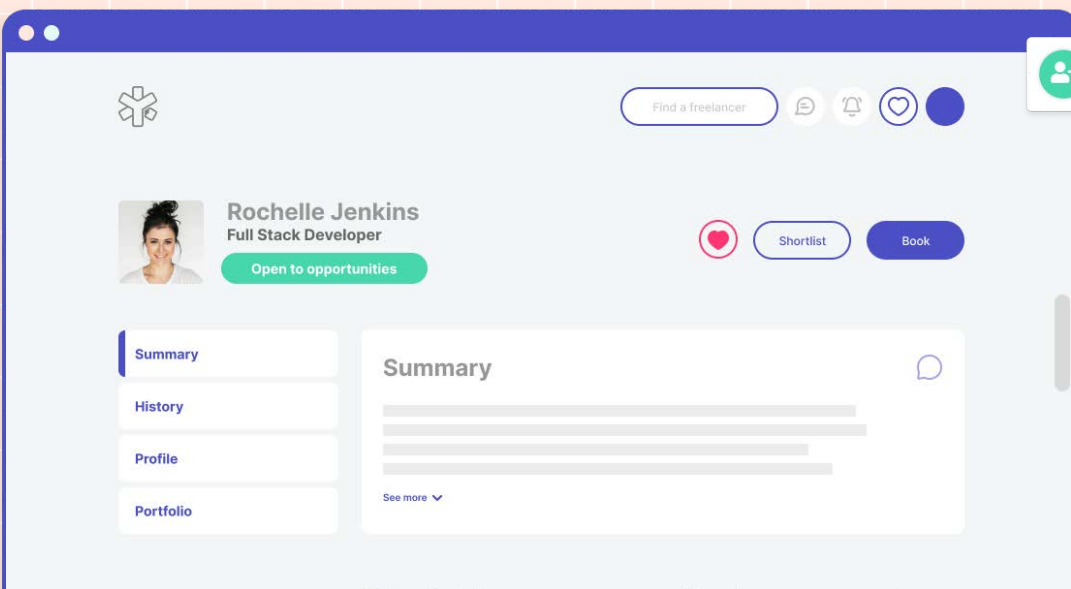
About YunoJuno


YunoJuno is the most trusted solution to find, hire, manage and compliantly pay contractors in 150+ countries. Our platform, complete with an elite marketplace of 100,000+ industry vetted contractors, combines a Freelancer Management System with integrated sourcing, ensuring reduced costs, accelerated hiring times, and protection against misclassification.

No more juggling between outdated systems, outsourced processes, or messy spreadsheets.


Loved by HR, Hiring Managers, Finance, and Legal Teams, YunoJuno simplifies onboarding, contracts, and payments, consolidating everything into an all-in-one platform with real-time reporting and insights.

[Find out more](#)




 Alex was shortlisted!

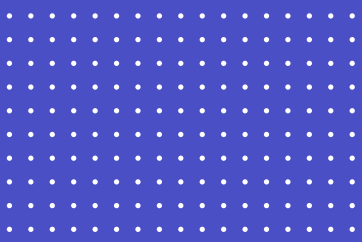


 Lily was saved!



 Soraia applied to your brief





YunoJuno

The future of work is freelance.

www.yunojuno.com

