

# What professional product imagery costs, at any budget

From \$30 to \$30,000, here is what professional product imagery gets you at each budget, and how to make a smaller one go further.








**The short answer.** Bottle shots start at \$29 each through Lite. Studio product shots start at \$129. A Studio subscription brings the effective cost down to about \$95 to \$119 per image. Enterprise and custom work starts around \$10,000 a year. Every price is in USD, with no photoshoot, no sample to ship, and no per-use fee.

## FROM STARTING OUT TO GOING BIG

LITE	STUDIO, A LA CARTE	STUDIO SUBSCRIPTION	ENTERPRISE & CUSTOM
<b>\$29</b> per image, \$23 after 10	<b>\$129</b> per Shine Credit	<b>\$95-\$119</b> effective per image	<b>\$10k+</b> per year
<b>Starting out</b> Self-serve wine bottle shots. Upload a label, pick a shape and closure, download a clean PNG in under an hour.  <b>Best for:</b> standard bottles, small budgets, getting presentable fast.	<b>A solid foundation</b> Specialist, craft-level product shots of your main line. Buy Shine Credits as you need them, no plan required.  <b>Best for:</b> craft quality on your core set, no commitment.	<b>Built into your year</b> Annual plans of 25, 50, or 100 Shine Credits that roll over while active. 50 Shine Credits, \$5,232 a year, is most popular.  <b>Best for:</b> keeping your full range current, release after release	<b>Going big</b> Volume pricing, priority support, flexible licensing, and a dedicated account manager. Full campaigns and multi-brand portfolios.  <b>Best for:</b> asset teams, wine groups, premium brands.

Your imagery job is sized by **how many products you have and how often you release**, not how big your company is. You may not need everything at once.

## WHAT A SHINE CREDIT BUYS

- Product shots: **1** 
- Vintage, ABV, or liquid color update: **Free**
- Small label or closure change: **0.5** 
- Beauty Shot · Ready-to-Use Photo: **1** 
- Lifestyle Image · Portfolio Image: **2+** 
- Gift box and shipper set: **2+** 
- Recipe Pairing: **4** 
- POS Display · Product Video: **4+** 

Studio is priced in Shine Credits. Lite is priced separately, in dollars. Super HD, Rush, and exclusivity upgrades available across types.

All prices in USD, current as of June 2026. Effective per-image cost depends on your plan. Outshinery makes photorealistic product imagery for wine, beer, spirits, RTD, cider, and cannabis brands. Canadian, billed in USD.

## 3D IMAGERY VS A PHOTOGRAPHER

A bottle shoot is rarely just the day rate. It is shipping samples, breakage, scheduling weeks out, retouching foil and glass, and reshoots every time a label changes. **And when the wine is not bottled yet, a photographer cannot help at all. We can.**

**"The cost is much lower than hiring a 'real' photographer. We get compliments all the time."**

JJ Williams, General Manager, Kiona Vineyards

**60%**

less time spent producing content, reported by clients

**Up to 4x**

more sales after upgrading imagery, reported by King Family Vineyards

## Not sure which level fits?

Take the two-minute quiz at [outshinery.com/find-your-plan](https://outshinery.com/find-your-plan), and we will map it to your budget.

[Book a 20-minute call](#)