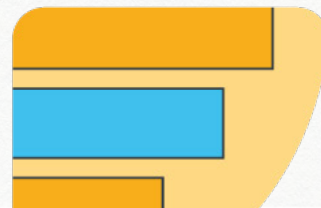
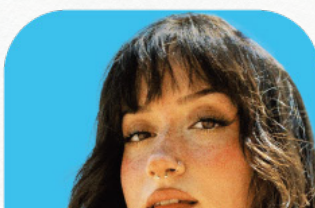
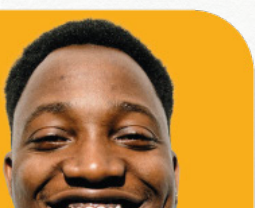
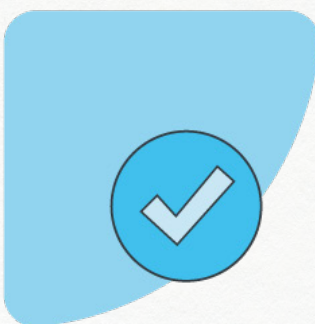
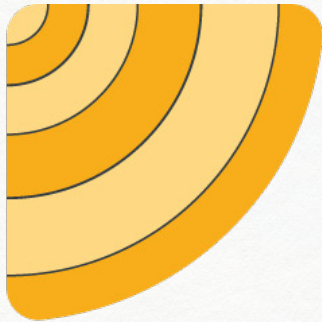


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Creator Compensation Report

Hear directly from creators and get their perspectives on content creation and compensation trends.





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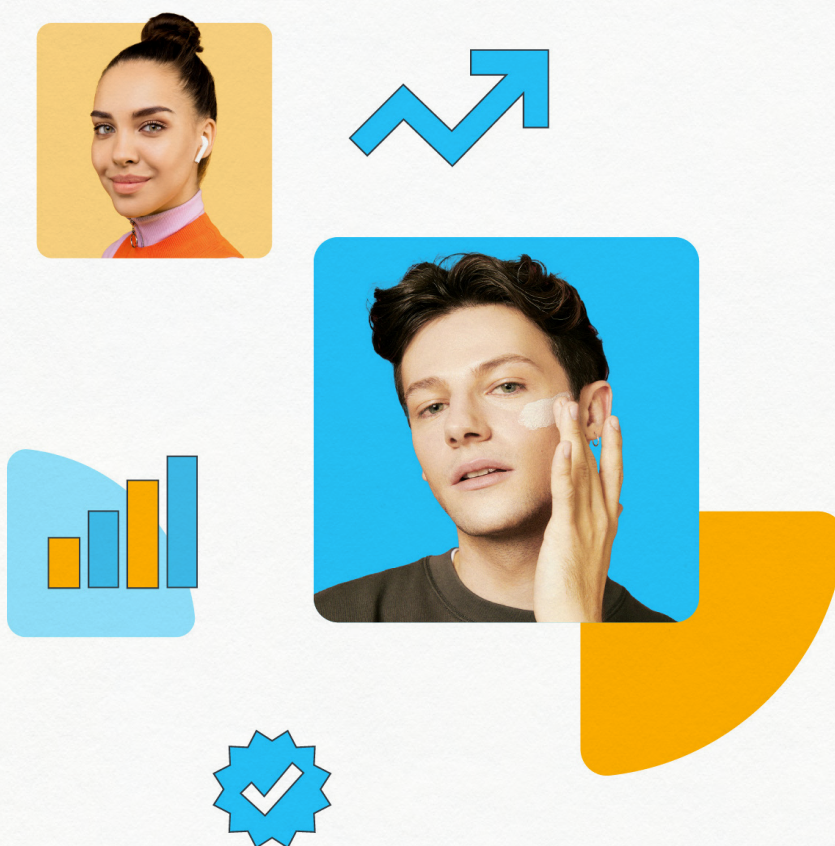
Easily manage your influencer programs in one place and deliver ROI consistently with tools that take the guesswork out of influencer marketing.

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A Data Story

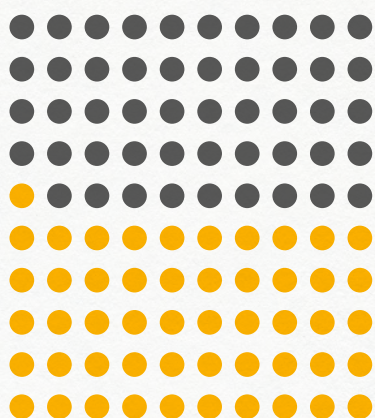
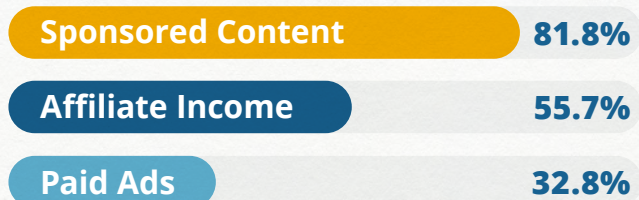
The creator economy is a rapidly evolving landscape, and one of the most pressing topics within the industry is the compensation of content creators. The amount of work required for a single fee, the differences in how brands partner with creators, and the ever-changing economic landscape are just a few of the factors that can determine whether a content creator can make a lucrative full-time living or is relegated to a side hustle.

In this report, we dive into responses from real creators who make either a full-time or part-time living from producing branded content across various platforms. Through their contributions, we're sharing valuable insights about how the industry is changing — and how brands can be allies to their creator partners.



TLDR: Key Insights

Content creators generate revenue from a number of key sources, including:



Despite this variety, 51% of creators still earn less than \$500 per month from their content.

Part-time creators are more likely to make less than

\$500 per month.

Full-time creators are more likely to make

\$2–4K per month.

Out of the most common content types, Instagram Reels and in-feed posts command slightly higher rates — even over TikTok and YouTube video content.



Instagram Reels rates, even for creators with fewer followers, tend to be higher than earnings from Instagram in-feed posts and Stories.

Overall, creators reported an increase in both the number of brand deals they were offered and the amount of income they earned from those deals in the past year.

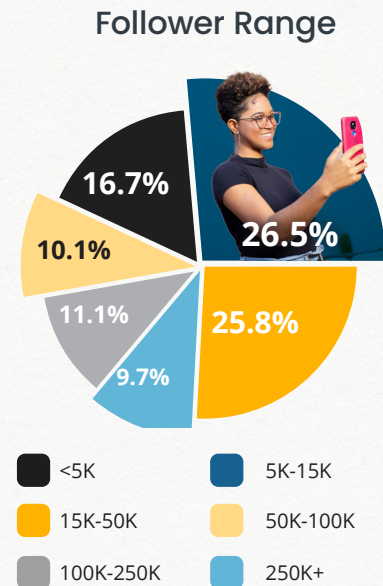
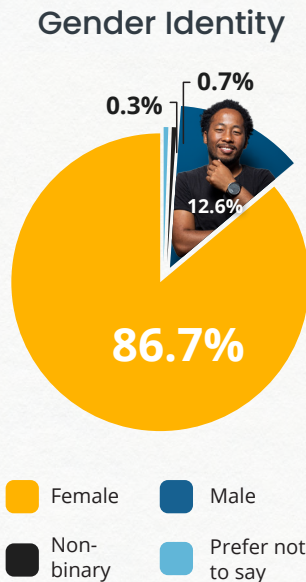
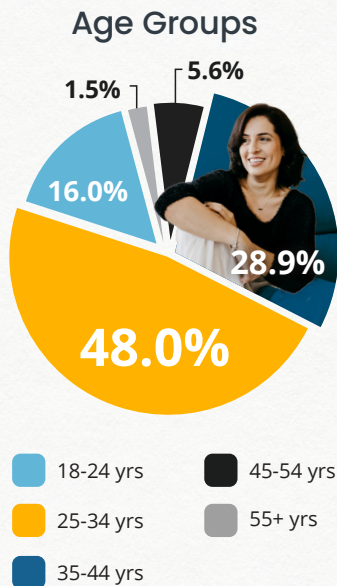


15.7%

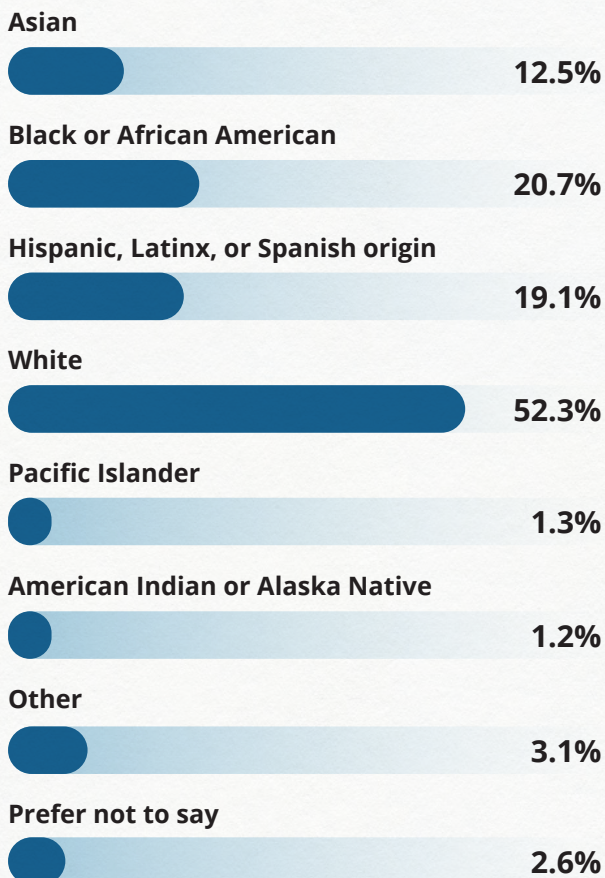
of creators reported generating income from subscription services like Patreon, paid newsletters, paid livestreams, and OnlyFans.

Our Research Methodology

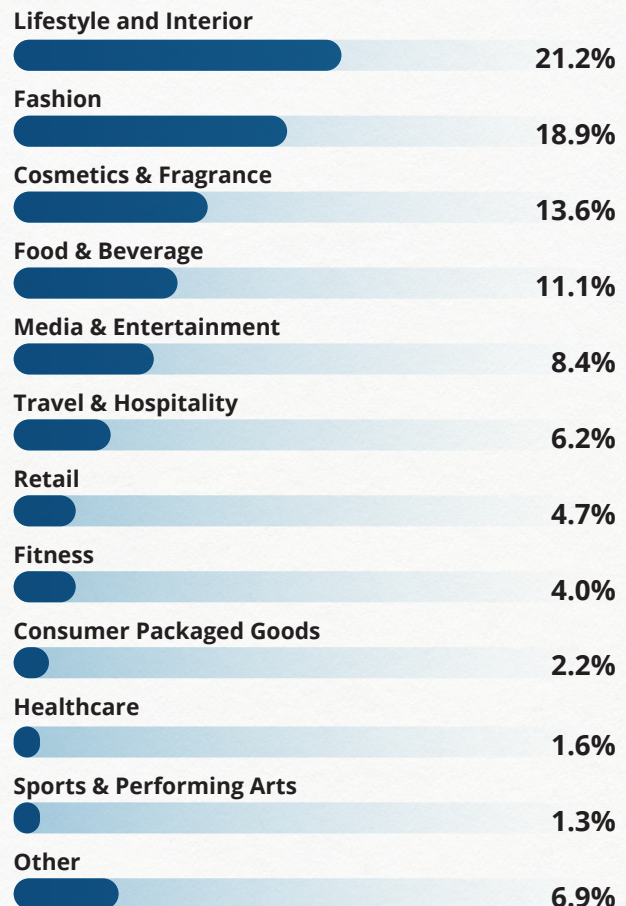
We surveyed 689 US-based creators who are popular on various social networks and span different content verticals. Our survey respondents self-identified in the following categories:



Ethnic Identification



Industry Identification



The Report



Part 1: Creator Income

How Do Content Creators Earn an Income?

Content creators typically generate revenue from two to three sources, with the most common being sponsored content (81.8%), followed by affiliate income (55.7%), and advertising (32.8%). Other forms of income include selling digital products such as e-books and courses, user-generated content (UGC), and freelance creative work.

It is important to note that the specific income sources that a creator generates will vary depending on their niche, their audience, and their platform. However, the sources listed above are some of the most common ways that creators generate revenue.

María Hammonds, a long-time creator and social media maven, says rate changes are impacted as a result.

"The rates offered [by brands] are much lower than they have been ... [I'm] seeing a lot more affiliate programs than before," she notes.

Percentage of creators who generate income from the following sources:



81.8%

sponsored content



55.7%

affiliate income



32.8%

advertising

Content Glossary

Sponsored content: This is when a creator partners with a brand to promote their product or service. The creator may be paid a flat fee, a commission on sales, or a combination of both.

Affiliate income: This is when a creator promotes a product or service and earns a commission on each sale that is generated through their link.

Advertising: This is when a creator displays ads on their content. The creator may be paid a flat fee, a CPM (cost per mille, or thousand impressions), or a CPC (cost per click).

Selling digital products: This is when a creator creates and sells digital products, such as e-books, courses, or templates.

UGC: This is when a creator allows their audience to create and share content on their platform. The creator may then earn revenue from this content through advertising, sponsorships, or other means.

Freelance creative work: This is when a creator provides their creative services to others, such as writing, editing, photography, or graphic design.

What Does A Creator's Monthly Income Look Like?

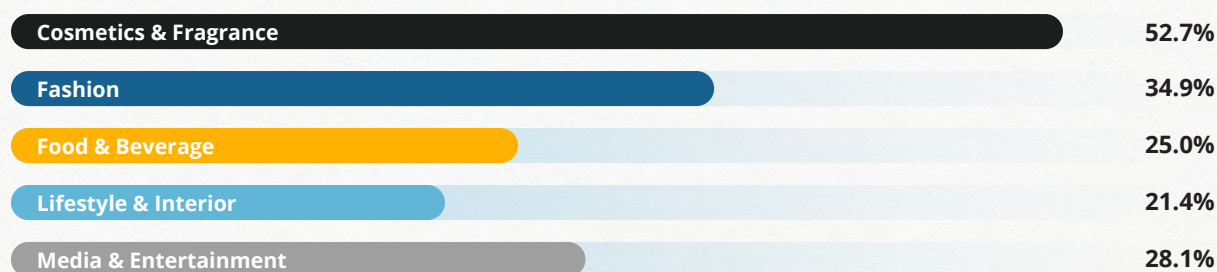
The majority of creators (51%) make less than \$500 U.S. dollars per month from their work as a content creator, with 31.8% making less than \$250 per month. 24.5% make over \$2,000 per month as a creator.

Here's what we know: sometimes, factors like creator status, follower count, age, gender, and ethnicity can have an impact on how much a creator makes. However, in this case, we found that these factors actually had little to no effect on monthly creator income.

Let's break it down:

- **Creator status:** Part-time creators are more likely to make less than \$500 per month, while full-time creators are more likely to make \$2,000-4,000 per month.
- **Followers:** Creators with less than 15,000 followers are more likely to make less than \$250 per month, while creators with over 250,000 followers are more likely to make \$6,000-10,000 per month.

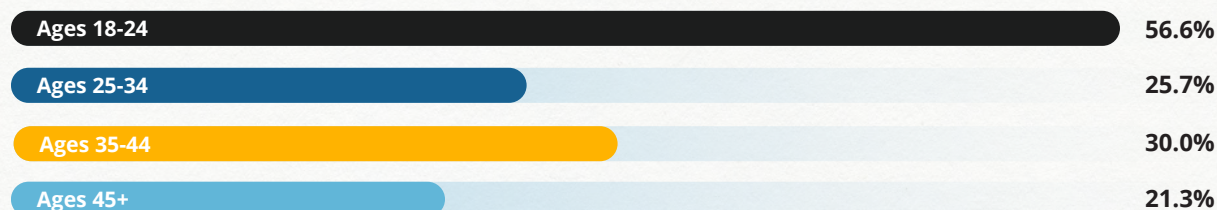
Monthly Creator Income by Industry — Less than \$250 per month



- **Industry:** Creators in the cosmetic industry are more likely to make less than \$250 per month compared to other top industries like lifestyle, fashion, travel, and fitness.

- **Age:** Creators who are 18-24 years old are significantly more likely to make less than \$250 per month as a creator compared to other age brackets.

Monthly Creator Income by Age — Less than \$250 per month



- **Gender and ethnicity:** Given the margins of error, the differences observed between ethnic and gender identities were not statistically significant. That does not mean that differences do not exist, but rather that we cannot confidently conclude they do given this data. In future research, we can reduce margins of error by recruiting respondents specifically from non-white demographics to ensure a larger sample size.



Content Glossary

Full-time content creator: Full-time creators and influencers spend most of their waking hours managing their platforms, planning and creator content, traveling for related events and meetings, and so much more. They may also be represented by a talent agency—but not always.

Part-time content creator: Part-time creators and influencers dedicate a reduced amount of time to honing their content strategy and producing work for their channels. They may limit their work to off-hours from a more demanding full-time commitment, or they may simply approach content creation as a hobbyist with niche expertise.

Nevertheless, full- and part-time creators possess a wealth of shared skills — including content strategy, creative skills, business acumen, and professionalism. Some full-time creators have even lessened their hours to part-time status in order to preserve their mental health or to focus on other projects. The reality is that not one reason for full- or part-time content creation fits every creator!

Amber Whittington, who is a content creator on Instagram, TikTok, and YouTube, notes that rate adaptation is a natural and necessary part of the process, but that economic changes are causing a more rapid change.

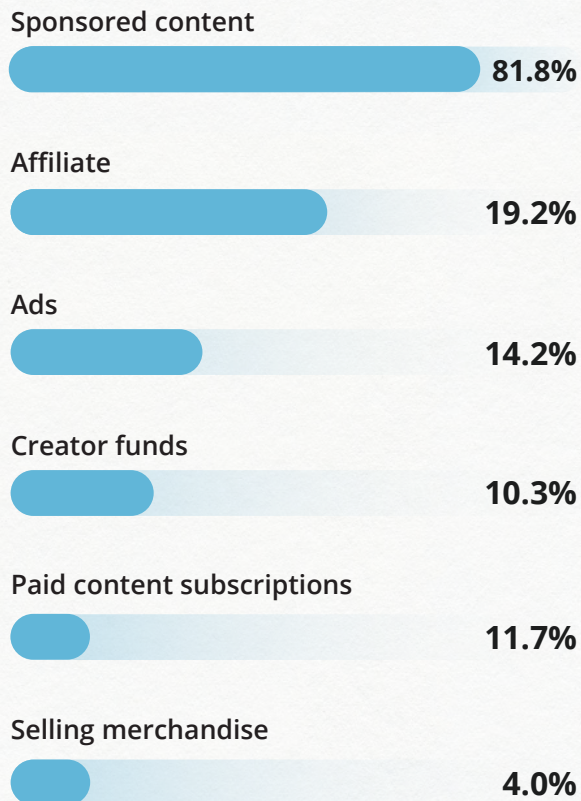
"It seems like rates have dropped significantly," she adds. "It seems as though a lot of companies aren't spending as much on ad marketing, [and] therefore there isn't as much being spent on social media marketing ... it seems like that has had an impact on [fewer and less lucrative] offers to do campaigns."

Natasha D'Anna, a lifestyle content creator, sees a similar need for adaptation – but notes that longevity within the industry is making the difference.

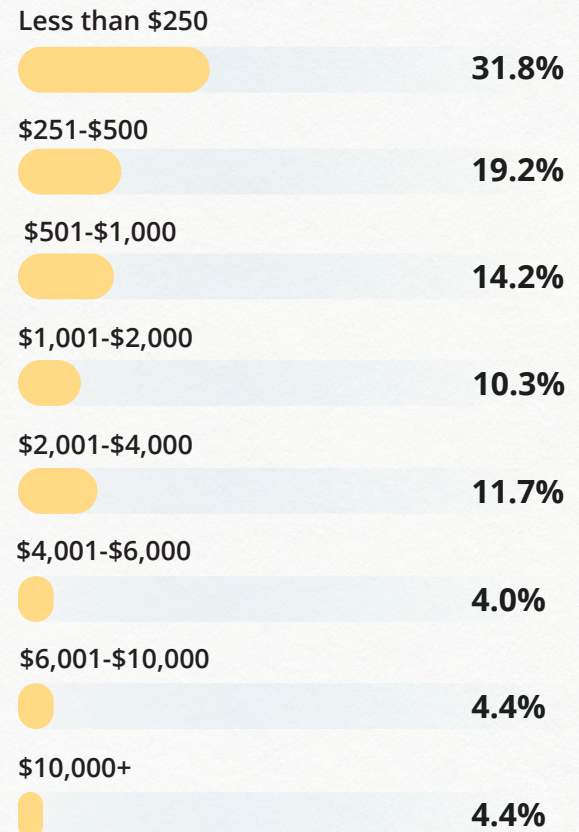
"I have adapted my rates over the year due to time, experience, and growth, which includes a team that can offer and match what brands expect," she says.

Creator Income Insights

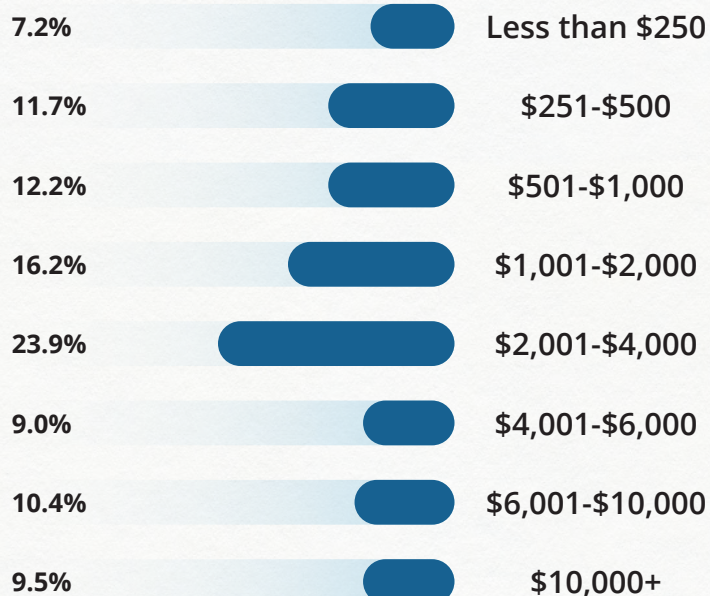
Income Sources



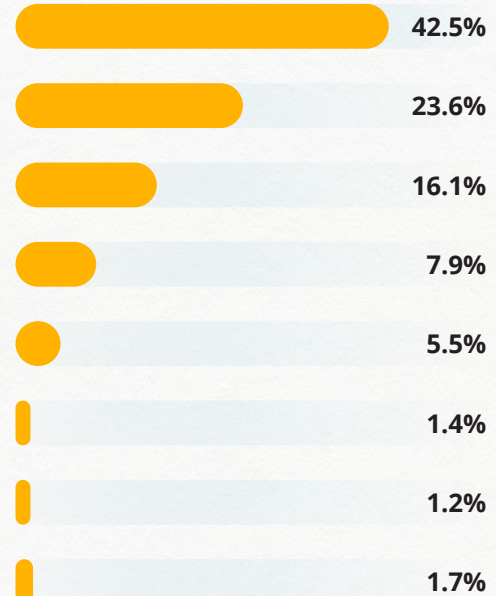
Creator Income/Month



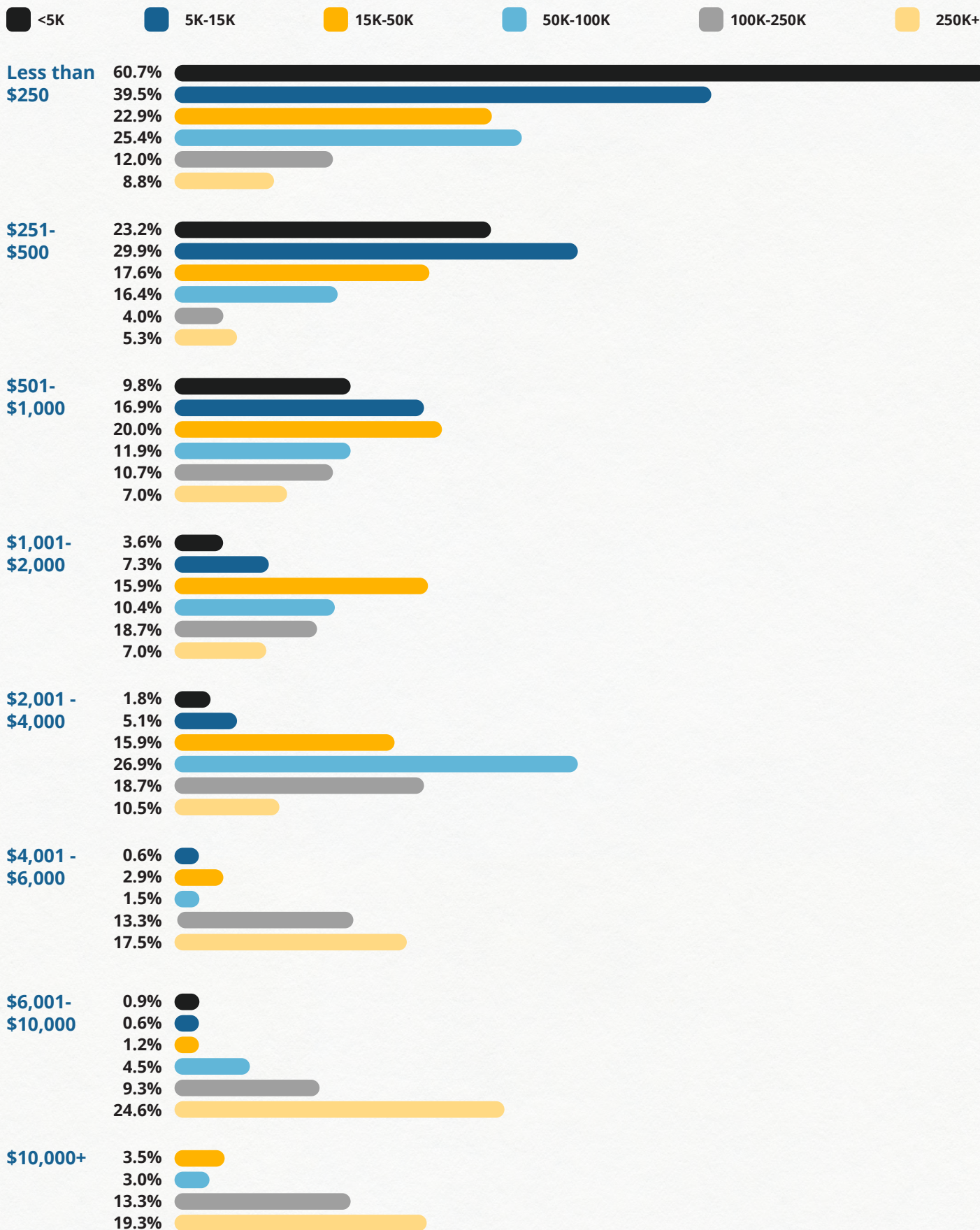
Full-Time



Part-Time



Monthly Creator Income by Follower Range



Part 2: How Creator Income Has Changed Since 2022

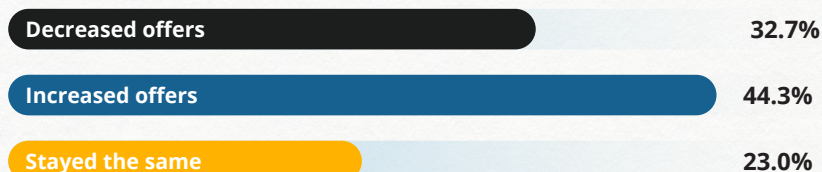
How Do Content Creators Earn an Income?

Creators are seeing varied results when it comes to brand collaborations and income compared to similar data collected last year.

Brand collaboration offers:

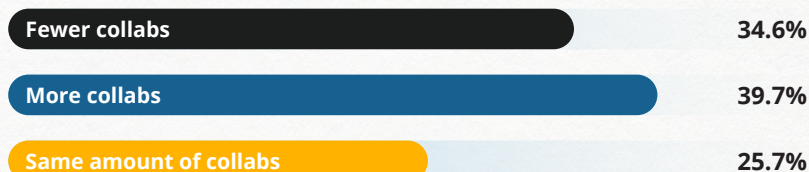
Overall, 44.3% of creators reported an increase in brand collaboration offers, 23% reported no change, and 32.7% reported a decrease.

Brand Collabs Offered Compared to Previous Year



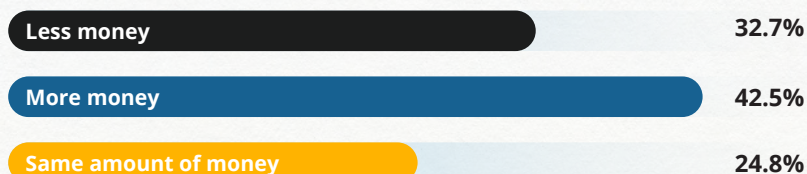
Amount of brand deals: Creators experienced a different year in terms of active collaboration. 39.6% said they'd received more opportunities, 34.6% said they had less.

Collaborations Worked on Compared to Previous Year



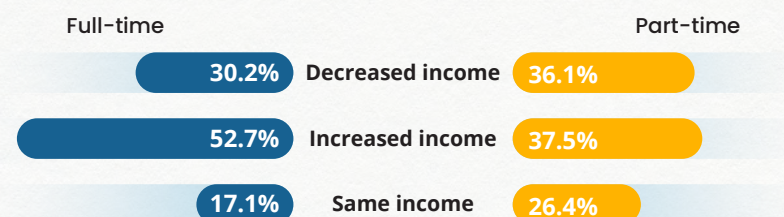
Income changes: Overall, most creators (42.5%) of creators are making more money from their content creations, while 32.7% are making less income.

Income Change from Previous Year

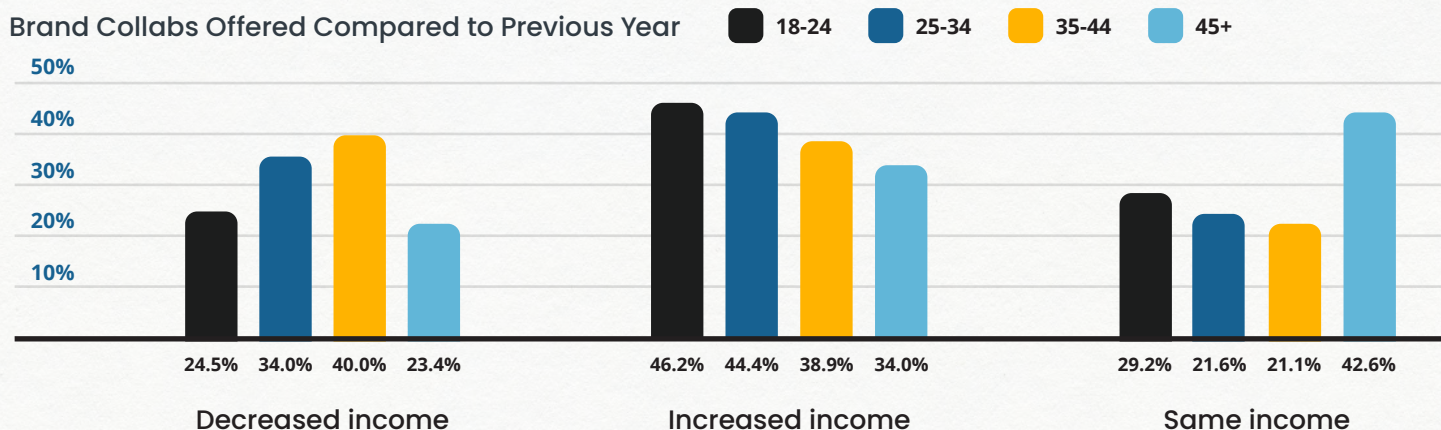


Full-time creators: Full-time creators were more likely to have increased income in the past year compared to the previous year.

Creator Income Change by Creator Status



Creators over 45: Creators over 45 years were more likely to have the same income as the previous year when compared to creators aged 25-44.



These findings suggest that the creator economy is still evolving, and that there is no one-size-fits-all answer to success. Creators of all ages, ethnicities, and creator statuses should continue to create high-quality content and build their audience in order to maximize their opportunities.



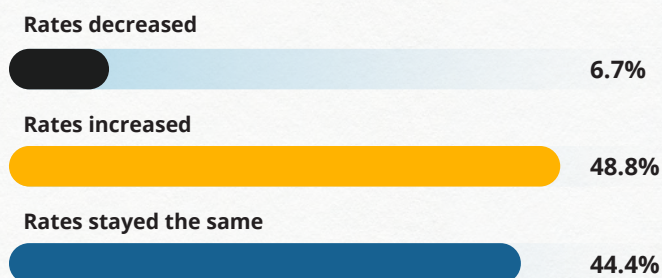
Part 3: Current Creator Rates

Most Common Sponsored Content Types

Many creators produce several different types of content for multiple platforms. The most common types of sponsored posts creators offer are Instagram Feed posts (98.4%), 3-5 Instagram Stories (98.1%), Instagram Reels (98%), TikTok videos (89.6%), Instagram Live (69.1%), and Facebook posts (68.9%).

Of these, Instagram Reels and Instagram Live are the most likely to command high rates, with over 40% of creators charging \$500+ for these types of posts. In contrast, rates for Facebook posts and 3-5 Instagram Stories were typically quoted less than \$250.

Rates per Post Rates Change from Previous Years



Post Type	Percent who share this content
IG Feed Post	98.4%
IG Stories	98.1%
IG Reel	98.0%
TikTok Video	89.6%
IG Live	69.1%
Facebook Post	68.9%
YouTube Short	62.6%
Blog Post	59.5%
YouTube Video	58.9%
Pinterest Pin	54.3%
Tweet	45.9%
Lemon8	33.9%
Snapchat	30.9%
LinkedIn	29.6%
Podcast	29.0%
Twitch Stream	24.1%

Rate Trends by Follower Count

Follower range has a significant impact on the rates creators can charge. 82.1% of creators with less than 5,000 followers cited rates below \$250, while 53.7% of creators with 5,000 to 15,000 followers cited the same rates.

However, once creators reach a certain follower threshold, their rates can skyrocket. For example, over half of creators with 100K+ followers will charge more than \$1,000 for an Instagram in-feed post.

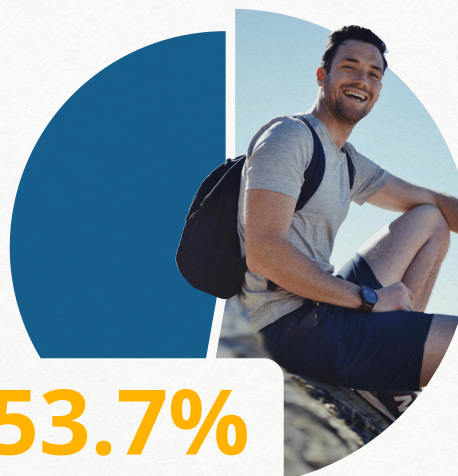
A higher follower range also correlates to higher rates for Instagram Stories; however, overall rates tend to be slightly lower compared to Instagram in-feed posts.

Creators are also seeing that Instagram Reels rates, even for creators with fewer followers, tend to be higher than what they are earning for Instagram in-feed posts and Instagram Stories.

And for TikTok? Rates for TikTok videos certainly see a correlation with follower counts, especially for highly-followed influencers with 250,000 or more followers.



of creators with less than 5,000 followers cited rates below \$250.



of creators with 5,000 to 15,000 followers cited the same rates since 2022.

Rates per Post Change by Follower Range



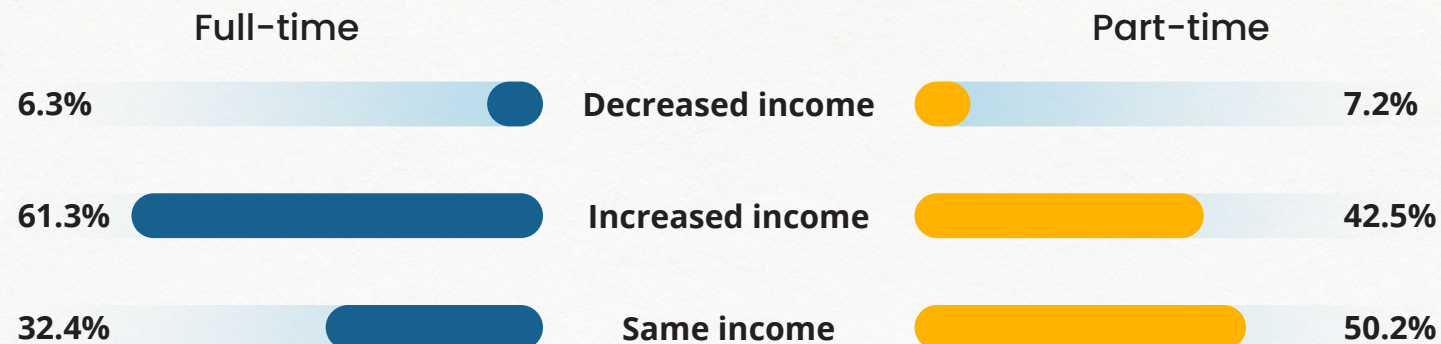
Creator Income Change Year-Over-Year by Creator Status

Creator status has had an impact on rates, with full-time creators typically able to command higher rates in the last year compared to part-time creators.

However, this effect is not as pronounced for creators producing TikTok videos and Instagram Stories as opposed to those creators Instagram Reels and Instagram in-feed posts.

For example, even full-time creators with less than 5,000 followers are unlikely to charge more than \$250 for an Instagram Feed post.

Rates per Post Change by Creator Status



Rate Trends by Industry

A creator's niche also has an impact on their rates. Across the four most popular verticals, cosmetics & fragrance creators tend to earn lower rates when compared with other industries. However, there are some exceptions. For example, creators in the lifestyle & interior design industry command high rates for Reels and TikTok videos. Media & entertainment content is notably the most lucrative content type.*

- **Cosmetics & Fragrance:** This content earns generally lower rates. However, Instagram Reels and TikTok videos were the most profitable at \$500+ per post.
- **Fashion:** Fashion content has relatively low rates, but short videos on both Instagram and TikTok were most likely to be more profitable at \$500+ per post.
- **Food & Beverage:** Half of the creators producing food & beverage content charged \$500+ for Instagram in-feed posts and Instagram Reels.
- **Lifestyle & Interior Design:** Half of creators producing lifestyle & interior design content charge \$500+ per post for Instagram Reels and TikTok videos.
- **Media & Entertainment:** Overall, media & entertainment content earns higher rates compared to other industries. It has the highest percentage of rates earning \$2,000 on all post types.

*See data visualizations on page 22



Subscription Rates

Subscription content refers to original work produced by creators that audiences have to pay to access. It could look like an email newsletter, a Patreon membership, an educational course, a subscription tier on YouTube or Twitch, exclusive fan club content, and more.

While many creators do not offer subscription content, those who do are able to generate a notable income.

In fact, of the 15.7% of creators who reported generating income from subscriptions, 29.0% earned income from producing exclusive content on Patreon; 22.0% charge for paid newsletters; 27.0% earn from paid livestreams; and 16.0% said they earn income from content posted on OnlyFans.

The majority of creators offering subscription content had rates between \$1 and \$10 per month. This suggests that creators are able to generate a steady stream of income from a relatively small number of subscribers.

Rates	Patreon (n=43)	Livestream (n=40)	Newsletter (n=32)	OnlyFans (n=24)
\$1-\$5 per month	51.2%	32.5%	56.3%	33.3%
\$6-\$10 per month	20.9%	20.0%	15.6%	12.5%
\$11-\$20 per month	11.6%	20.0%	3.1%	16.7%
\$21-\$50 per month	4.7%	2.5%	6.3%	12.5%
\$51-\$100 per month	4.7%	5.0%	6.3%	0%
\$101-\$250 per month	0%	2.5%	0%	0%
\$250-\$500 per month	0%	2.5%	0%	4.2%
\$500+ per month	0%	5.0%	3.1%	4.2%
I prefer not to say	7.0%	10.0%	9.4%	16.7%

Key Takeaways & Conclusion

When it comes to brands and content creators working together, the answer to “what pay is fair pay?” will likely always be a moving target. When we consider what a creator’s time is worth, we have to consider the production value, their engagement, their following, the quality of their content, their expertise, their industry knowledge, their business savvy, and so much more. There might not ever be a “one size fits all” payment menu for creators – and that’s not a bad thing.

Throughout the last year, we’ve noticed the following changes in the creator economy:

- The rise of influencer marketing has led to an increase in the number of brands that are partnering with creators.
- Creators are demanding higher compensation for their work, and brands are increasingly willing to pay it.
- The economic landscape has changed in recent years, making it more difficult for creators to make a living from their work.

One thing that can’t be denied is that when creators and brands work together, the closer the relationship, the better. Equitable pay and fair compensation practices are more likely when brands trust and believe creators — and it also demonstrates the time, attention, and labor that creators require to produce make great sponsored content.



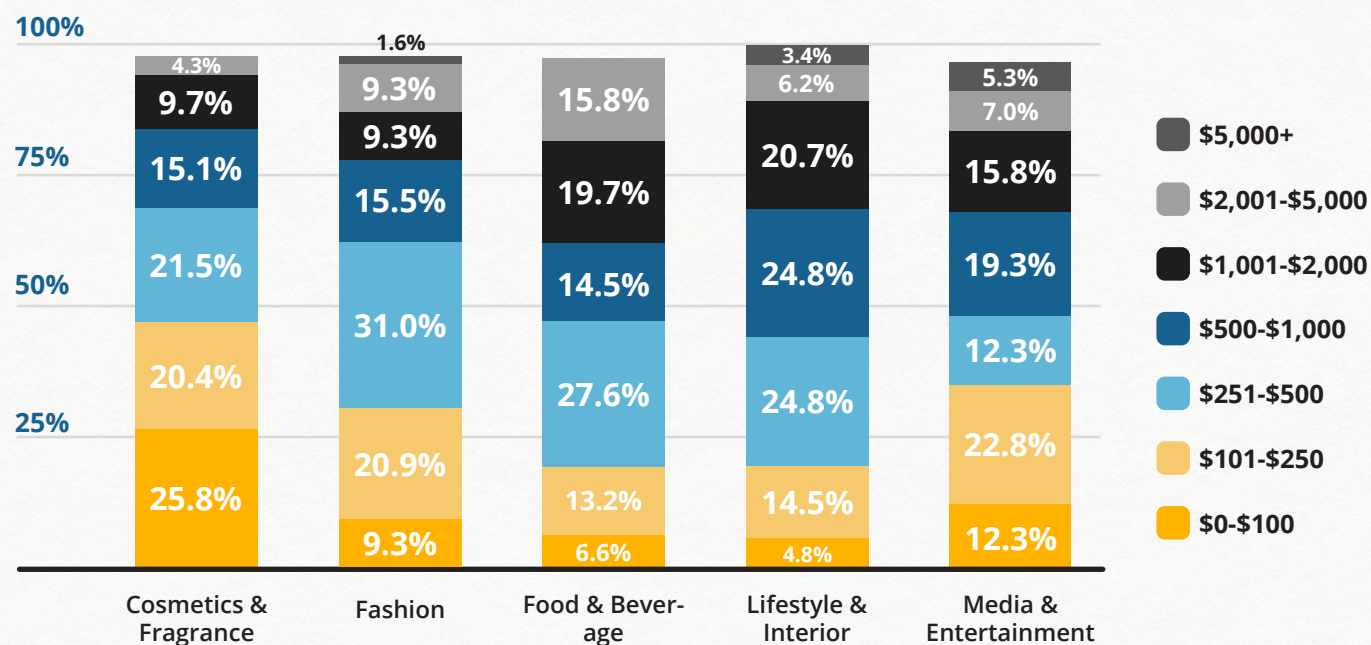
The Appendix





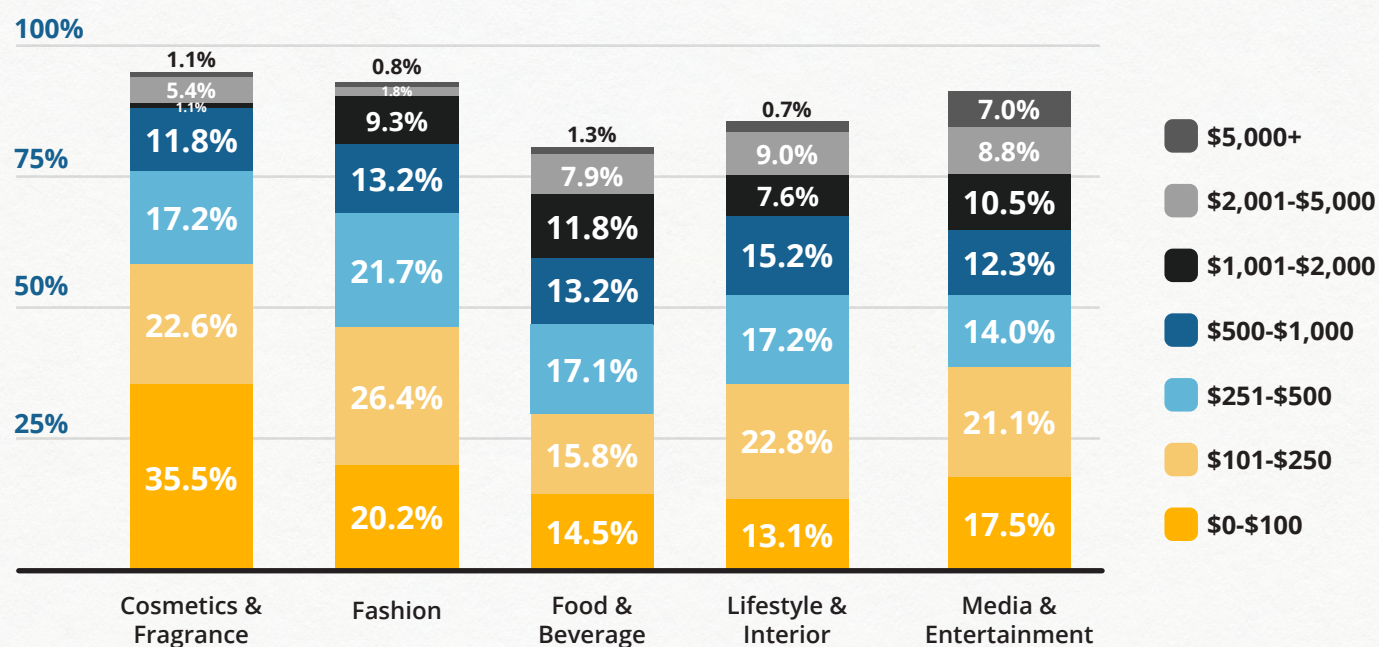
Instagram Reels

Reel Rate by Industry



TikTok

TikTok Video Rates by Industry





YouTube Short Rates by Follower Count

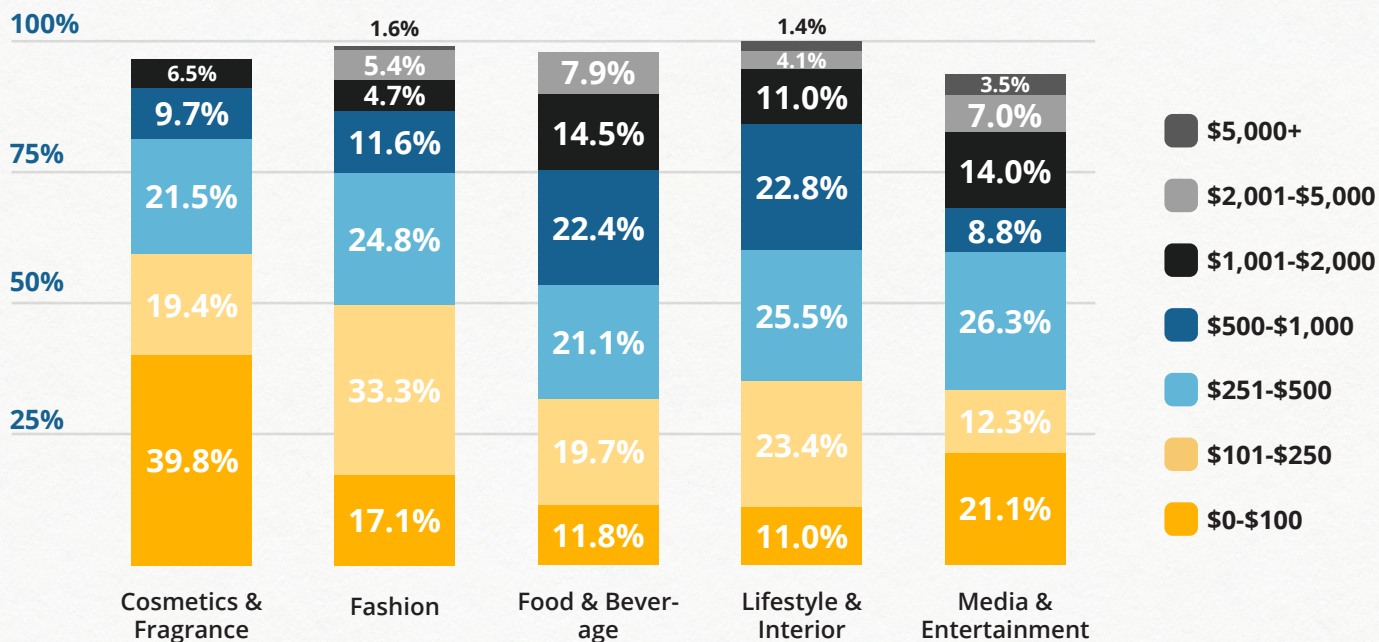
Follower Range	\$0-\$100	\$101-\$250	\$251-\$500	\$501-\$1,000	\$1,001-\$2,000	\$2,000-\$5,000	\$5,000+	I don't share this type of content	Prefer not to say	Grand Total
<5K	28%	27%	7%	5%	3%	0%	-	29%	1%	100%
5K-15K	20%	14%	15%	6%	2%	1%	-	40%	2%	100%
15K-50K	12%	14%	13%	9%	6%	2%	-	42%	1%	100%
50K-100K	16%	13%	13%	12%	7%	1%	-	36%	-	100%
100K-250K	7%	13%	13%	7%	9%	5%	1%	44%	-	100%
250K+	4%	14%	12%	14%	21%	12%	4%	18%	2%	100%
Grand Total	16%	16%	13%	8%	6.4%	2.3%	0.5%	37%	1%	100%

YouTube Video Rates by Follower Count

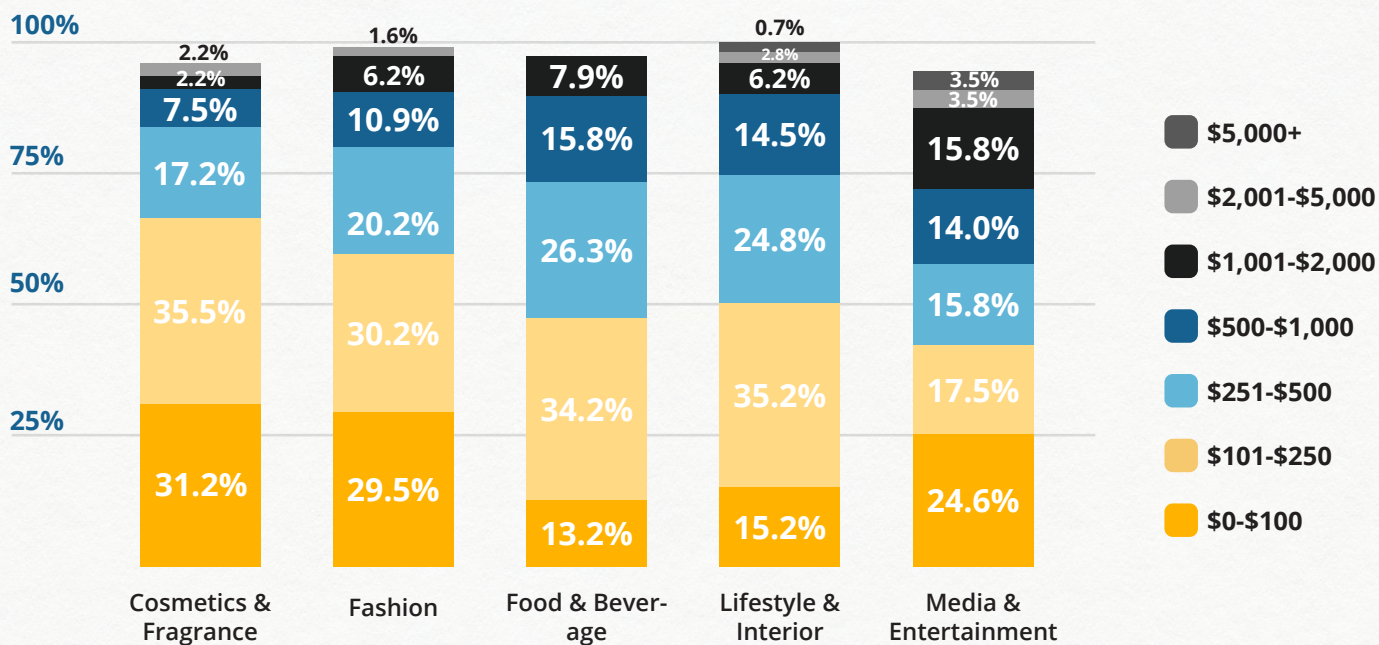
Follower Range	\$0-\$100	\$101-\$250	\$251-\$500	\$501-\$1,000	\$1,001-\$2,000	\$2,001-\$5,000	\$5,000+	I don't share this type of content	Prefer not to say	Grand Total
<5K	39%	36%	11%	8%	4%	0%	-	2%	1%	100%
5K-15K	24%	22%	25%	8%	4%	1%	-	14%	2%	100%
15K-50K	14%	23%	21%	17%	8%	2%	-	15%	1%	100%
50K-100K	16%	19%	19%	19%	13%	1%	1%	9%	-	100%
100K-250K	13%	5%	5%	19%	24%	19%	-	8%	-	100%
250K+	0%	4%	4%	21%	11%	35%	16%	4%	2%	100%
Grand Total	20%	21%	18%	14%	8.7%	5.9%	1.5%	10%	1%	100%



Rates for Instagram Feed Post by Industry

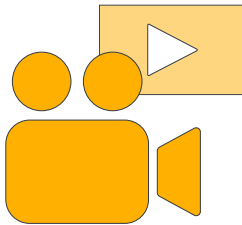


Rates for Instagram Stories by Industry



Additional Resources

Bookmark this:



Influencer Marketing 101: Free Course

This course will teach you everything you need to know to run a successful influencer campaign.

[Go to Course](#)



Influencer & Creator Rates Revealed

We surveyed over 500 influencers and analyzed over 31K Instagram and TikTok posts to find out exactly how much \$\$\$ they're making from social media.

[Read Report](#)



What Is an Influencer Marketing Platform? (+ Why You Need One)

Connect with creators, streamline campaign management, and report on results. Discover the benefits of having an influencer marketing platform for your next campaign.

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