



How to get Real Homes featured in Magazines

With Emma Morton-Turner & Inside Stylists

Get ready to be featured

- Is the project finished? If not wait till it is. Magazines are only interested in what's ready to be featured
- Take snapshots. They don't need to be professional at this stage. They need to be clear and light enough to see the details.
- Every magazine will have a different style of shooting so wait for a brief before you shoot for a specific title.
- Which magazine? What kind of homes does the magazine feature? Think about the style of your real home and the kind of income the owners have. A million pound property will never be featured in Style at Home and a £150k flat won't be featured in Living Etc - unless it's ULTRA cool
- Some magazines will need to have the owners in the shots and will ask for costs - property cost and budget of work completed. Check they're okay with this before sending the shots in.
- Send reccy shots to the magazine
 - Get the name of the person you are sending the image to
 - Create a contact sheet - don't send individual shots
 - Order them as if you are walking through the property
- Understand the seasons - magazines work 3 months ahead
- Send your home shots in to one magazine at a time
 - After 2-3 weeks of no word send a reminder to enquire
 - If no response send the shots on to next magazine
 - Repeat!
- Hubs and how they work - teams work across a number of titles.



5 top tips for styling whole rooms

1. Get the angle right

Don't try and include the whole room. You don't need to see all the ceiling or all the floor. You're going for edited choice. Crop in so the room still looks interesting and the viewer wants to see more shots of the space.

2. What's the hero in this shot?

When setting up the shot make sure that you can see something that is inspirational, desirable or just cleverly styled. Always keep in mind "What's the hero in this shot?" What do you want the viewer to notice the most? Is it the view, the sofa or the colours?

3. Lower the camera

Don't stand and look down on the room always try and look at it straight with the camera straight - not at a 45° angle. Position the camera somewhere between your shoulder and elbow.

When first shooting rooms it might feel unnatural to have the camera that low but shots always look better.

There are always details that you can't see in this kind of large room shot so you can always take an additional detail shot to show more.



4. Move the furniture around.

When shooting a real home you might not want to move the owner's furniture around but sometimes it's essential.

What a room looks like to the naked eye is often times different to how it looks through the camera. A simple tweak of the positioning of furniture can make or break a shot

Also, the homeowner won't mind if you put everything back afterwards and lift - don't ever drag ANYTHING

5. What am I not seeing

The first shot of a room is usually from the doorway looking at a feature wall. The second shot can be what the viewer can't see. The other - out of sight wall. Is there an interesting dresser behind the door? Maybe another armchair with a fabulous mirror or piece of art. Once you have the holding shot (the main large shot) and the smaller insitu shot (the behind-the-door shot) you can move on to interesting details (close-up detail shots of accessories, trims, fabrics or homewares) . A mixture of large and small shots keep the feature interesting.

