



PR photography

Part of



Why PR photography with TNR?



Seeing your picture story on the pages of the national and regional newspapers and appearing on top tier websites is the ultimate goal. And as part of the UK's news agency, the Press Association, we are uniquely placed to offer unrivalled consultancy, photography and distribution.

We provide highly experienced, Fleet Street photographers who create editorially exceptional and creative pictures the media can't resist!

We've covered product launches, red carpet events, large stunts, celebrity endorsements and even polar bears loose on the streets of London over the years.

Decades of experience means we know exactly what PA are looking for. So 99% of our photography is run on the wire as PA content, reaching all the UK national and regional media. Images are also archived with PA and available to non-subscribers, extending the potential reach.

Photography workshops

Hosted by our Photography Manager, Craig Gunn, the Daily Mail's Exec Picture Editor for over 12 years, we offer practical workshops to all PRs involved in planning photo shoots. You will gain a real insight into how picture desks work, understand what content appeals to media and meet PA's Picture Editor, Martin Keene, for invaluable advice. You can find out more or book your place by calling **020 79637163** or email **hello@wearetnr.com**.



Your photographic experience with TNR follows these simple steps:

Consultation

If you have an idea for a picture story we can help you shape it or start from scratch with you to create a photo fit for the media!

Creative

We'll tell you who's hot, what's not and advise you on timings and location. Together we'll create a photographic concept that reflects your story and increases your chance of coverage.

Shoot

On location, from a helicopter, up a cherry picker or in a studio our photographers are experienced in all types of shoots. Friendly, efficient and flexible they'll make the most of your time to get the pictures needed to ensure your campaign succeeds.

Talent

From celebrities to politicians our experienced hair and makeup artists ensure your talent looks fabulous.

Edit

Time is of the essence, so our photographers will edit on-site, meaning you can select your images immediately. A fast turnaround ensures we can offer your shots to the PA wire for consideration and hit those editorial deadlines. All of the overs are delivered by courier on a USB after the shoot. You can then use our images for 12 months for all below-the-line media activity.

What we do

Here are some examples of our recent work:



Our clients

We work closely with brands and PR agencies from every sector, including:

Transport | Health | Pharmaceutical | Charity | Retail | Consumer
Sports | Third sector | Government | Finance | Banking | Insurance | Energy
Oil & gas | Luxury brands | Publishing | Food & drink

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An all-round high-quality service. We worked with TNR as photography provider at our “For the Fallen” Remembrance event. The quality and range of photographs produced was excellent, particularly given the challenges of the event.

John Gelson, Senior Media Manager, East Coast Trains

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www.wearetnr.com
hello@wearetnr.com
020 7963 7163

