

# Photography Niches



Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	in	»
<b>360 degree product photos</b>	technology specialization B2B	<a href="#">PhotoSpherix</a>	Agency Beech Grove, IN United States	<i>Put a new spin on your on your product photography</i>	1998	»	»
<b>360° panoramas &amp; virtual tours</b>	technology specialization B2B	<a href="#">Jean-Pierre Lavoie</a>	Agency Montreal Canada	<i>Panoramic photography</i>  <a href="#">Découverte - Photo-bulle: un voyage dans l'image [video] [Radio]</a>	2007	»	»
<b>Abstract photography that looks like paintings</b>	signature style	<a href="#">Laria Saunders</a>	Freelancer Denver, CO United States	<i>Fine art photographer specializing in unique abstract art</i>	2009	»	
<b>Aerial photography</b>	technology specialization B2B	<a href="#">Jason Hawkes</a>	Freelancer London United Kingdom	<i>Aerial photographer</i>  <a href="#">Meet Photo Folio Client Jason Hawkes [article] [Photo Folio News]</a>	1991	»	
<b>Alaska imagery</b>	horizontal B2B	<a href="#">Patrick J. Endres</a>	Freelancer Fairbanks, AK United States	<i>Alaska stock photography</i>  <a href="#">Photographer interview: Patrick Endres [blog post] [ForegroundWeb]</a>	1992	»	»

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<b>Americana</b>	horizontal B2B/B2C	<a href="#">Dawn Heath</a>	Freelancer Dallas, TX United States	<i>Americana photography wall art for your home and office</i>	2016	»	»
<b>Animals</b>	horizontal B2B/B2C	<a href="#">Gandee Vasan</a>	Freelancer London United Kingdom		1998	»	»
<b>Antarctica</b>	horizontal	<a href="#">Pat &amp; Rosemarie Keough</a>	Agency Vancouver, Canada	<i>Lives of Romance and Adventure</i>  <i>Antarctica Explorers - Salt Spring Island [video] [Peter Prince]</i>	1986	»	
<b>Architectural photography</b>	vertical B2B	<a href="#">Glenn Daidone</a>	Freelancer Miami, FL United States	<i>Architectur. Interiors.</i>	1999	»	»
<b>Artistic child photography</b>	the way you work B2C	<a href="#">Rich Demanowski</a>	Freelancer Dover, DE United States	<i>Childscapes</i>	2001	»	»
<b>Astrophotography</b>	vertical B2B/B2C	<a href="#">Ian Norman</a>	Freelancer Los Angeles, CA United States	<i>How to photograph the Milky Way - Astrophotography tutorials, tools, gear + inspiration.</i>  <a href="https://www.bhphotovideo.com/explora/photography/features/podc">https://www.bhphotovideo.com/explora/photography/features/podc</a>	2013		»

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<b>Authorities promoting Asia-Pacific travel destinations</b>	vertical/horizontal combo  B2B	<a href="#">David Kirkland</a>	Freelancer  Brisbane Australia	<i>Specialises in capturing memorable promotional photographs for national tourism authorities.</i>  Unusual Photography Business Niches [Article] [Photopreneur]			»	»
<b>Automotive photography</b>	vertical  B2B	<a href="#">Izmo Studio</a>	Agency Brussels/Los Angeles Belgium	<i>Reach out to your customers with our automotive imagery and interactive media</i>	2002		»	»
<b>Babies</b>	vertical  B2B/B2C	<a href="#">Anna Geddes</a>	Freelancer New York, NY United States	<i>none</i>	1988			»
<b>Birds</b>	horizontal  B2B/B2C	<a href="#">Scott Bourne</a>	Agency Gig Harbor, WA United States		1998		»	»
				reDefine with Tamara Lackey Episode 113 - Scott Bourne [video]				
<b>Birth photography</b>	vertical  B2C	<a href="#">Ashley Marston</a>	Freelancer Vancouver Canada	<i>Birth &amp; lifestyle/documentary photographer</i>  Why Hire A Birth Story Photographer: A Conversation With Ashley	2013			»

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<b>Blade runner style</b>	signature style B2B/B2C	<a href="#">Liam Wong</a>	Freelancer Montreal, Canada	<i>Capturing real moments and transforming them into the surreal</i>  How one guy turned Tokyo into a cyberpunk setting through photos	2015	»	»
<b>Bottles</b>	vertical B2B	<a href="#">We Shoot Bottles</a>	Agency Barnsley United Kingdom	<i>We shoot bottles- nothing but bottles. Our speciality is photographing bottles of any shape, any content, any size, at a price that makes everyone happy.</i>	2015	»	
<b>Boudoir portraits</b>	vertical B2C	<a href="#">Julie Socher</a>	Freelancer Washington DC, DC United States	<i>Boudoir photography</i>	2011	»	»
<b>Boutique photo editing for wedding photographers</b>	vertical/horizontal combo B2B	<a href="#">Marissa Lynn</a>	Freelancer  Sabillasville, MD United States	<i>Boutique editing services for wedding photographers</i>  Meet Our Private Photo Editor! [blog post] [Katelyn James Wedding]	2010	»	
<b>Business headshots</b>	horizontal B2B/B2C	<a href="#">Hey Tuesday</a>	Agency London United Kingdom	<i>The rebellious little headshot company, putting personality back into your business, LinkedIn and PR shots.</i>  Entrepreneur Insight - Saskia Nelson founder of Hey Tuesday and Hey	2016	»	»

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<b>Celebrity portraits</b>	vertical/horizontal combo  B2B	<a href="#">Sven Doornkaat</a>	Freelancer  Malibu, HI United States	<i>Celebrities portraits &amp; light painting photography</i>	2003	»	»
<b>Construction time-lapse photography</b>	vertical/horizontal combo  B2B	<a href="#">Michael e. Stern</a>	Freelancer  Los Angeles, CA United States	<i>Construction time-lapse photography and corporate portraiture</i>	1979	»	»
Here's a Niche: Construction Time Lapse Films with Michael E. Stern							
<b>Corporate events</b>	horizontal  B2B	<a href="#">Ignite Images</a>	Agency  London United Kingdom	<i>Corporate and event photographers in London &amp; Newcastle</i>	2011	»	»
<b>Cultures and environments at risk</b>	umbrella focus  B2B	<a href="#">Beth Wald</a>	Freelancer  Boulder, CO United States		1991	»	
Beth Wald [article] [The Photo Society]							
<b>Customized corporate photography commissioned by creative agencies.</b>	vertical/horizontal combo  B2B	<a href="#">WorkStory</a>	Agency  Spokane, WA United States	<i>Your Business. Unscripted.</i>	2006	»	»
Two Photography Marketing Ideas to Boost Your Bookings [blog post]							

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<b>Dating profile photos</b>	vertical B2C	<a href="#">Hey Saturday</a>	Agency London United Kingdom	<i>Look good, date better</i>  Interview with Online Dating Photographer Saskia Nelson [blog post]	2013	»	»	»
<b>Daytime long exposure photography</b>	technology specialization	<a href="#">Darren Moore</a>	Freelancer  Surrey United Kingdom	<i>Fine art landscapes</i>  Artist Spotlight: Darren Moore [interview] [Slices of Silence]				»
<b>Destination marketing</b>	vertical B2B	<a href="#">Kenneth Losurdo</a>	Freelancer Ellicott City, MD United States		2008	»	»	»
<b>Dogs</b>	horizontal B2B/B2C	<a href="#">Michael Brian</a>	Freelancer Los Angeles, CA United States	<i>Dog photography</i>  The Canine Connection - One Man's Forward-Thinking Approach to Pet	1998	»	»	»
<b>Drone photography</b>	technology specialization B2B	<a href="#">Oklahoma Drone Photography</a>	Agency  Edmond, OK United States	<i>Your vision from a drone's view</i>  Edmond company takes its photography business to the skies [article]	2016	»	»	»

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<b>Endurance sports</b>	related industries B2B	<a href="#">Tom Robertson</a>	Freelancer Missoula, MT United States	<i>Specializing in endurance sports (bicycling, running, triathlon) and outdoor living for editorial and commercial clients.</i>  Our Favorite Photographer [blog post] [Cycling House]	2007	»	»
<b>Equine portrait sessions with people (mostly high school seniors)</b>	vertical B2B/B2C	<a href="#">Shelley Paulson</a>	Freelancer Buffalo, NY United States	<i>Welcome, horse lover</i>  Shelley Paulson – Focusing on equine portraits [podcast] [The Equine	2004		»
<b>Executive jets</b>	vertical B2B	<a href="#">Nick Gleis</a>	Freelancer Woodstock, NY United States	<i>Capturing aircraft ambience</i>  Picture perfect. Nick Gleis shares stories from over 30 years of	1974		»
<b>Fashion</b>	vertical B2B	<a href="#">Benjamin Kanarek</a>	Freelancer Paris France	<i>Fashion &amp; beauty photographer</i>  How to Break in to Fashion Photography? [blog post] [Benjamin	1982	»	»
<b>Film photography, silver-gelatin-process</b>	technology specialization	<a href="#">Dane Travis Jones</a>	Freelancer  Portland, OR United States		1990	»	»
<b>Fine art floral photography</b>	vertical B2B/B2C	<a href="#">Patty Hankins</a>	Freelancer Bethesda, MD United States	<i>Fine art floral photographer</i>	2002		»

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<b>Food</b>	vertical B2B	<a href="#">Francesco Tonelli</a>	Freelancer New York, NY United States	<i>Chef and food photographer</i>	2004	»	»
<b>Formula 1</b>	vertical B2B/B2C	<a href="#">Darren Heath</a>	Freelancer London United Kingdom	<i>Formula 1 photographer</i>  Darren Heath - What it means to me [video] [Mario Muth]	1988	»	»
<b>Funerals</b>	horizontal B2C	<a href="#">Rachel Wallace</a>	Freelancer Frieth United Kingdom	<i>Farewell photography</i>  <a href="http://www.dyingmatters.org/blog/importance-funeral-photography">http://www.dyingmatters.org/blog/importance-funeral-photography</a>	2000	»	»
<b>Garden and plants</b>	vertical B2B	<a href="#">Philip Smith</a>	Freelancer Exeter United Kingdom	<i>none</i>	2008	»	»
<b>Glamour</b>	umbrella focus	<a href="#">Sue Bryce</a>	Freelancer Los Angeles, CA United States	  11 questions with photographer Sue Bryce [article] [Clickin Moms]	1991	»	
<b>Golf courses</b>	vertical B2B/B2C	<a href="#">Aidan Bradley</a>	Freelancer Santa Barbara, CA United States	<i>Golf course photography</i>  Feature Interview with Aidan Bradley [article] [Golf Club Atlas]	1980	»	



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<b>Google street view virtual tours</b>	horizontal B2B	<a href="#">Andrew Cunningham</a>	Freelancer Dundee United Kingdom	<i>We provide the Google Street View you are used to – but taken inside your business premises.</i>	2010	»	»
<b>Haunt industry</b>	vertical B2B	<a href="#">Alyssa Schipani</a>	Freelancer Masontown, PA United States	<i>Photography and web design for the haunt industry.</i>	2010	»	»
<b>Hawaii volcanos</b>	vertical B2B/B2C	<a href="#">Bryan Lowry</a>	Freelancer Kailua Kona, HI United States	<i>Hawaii volcano specialist</i>	2000	»	»
<b>HDR photography</b>	technology specialization B2B	<a href="#">Tom Lynch</a>	Freelancer Baltimore, MD United States		2008	»	
<b>Head shots</b>	horizontal B2C	<a href="#">Martin Richardson</a>	Freelancer London United Kingdom	<i>none</i>	2010	»	
<b>Headshots for actors and performers</b>	vertical/horizontal combo B2B	<a href="#">Mario Schwarz</a>	Freelancer London United Kingdom	<i>London professional photographer specialising in actor headshots for the film, theatre and entertainment industry.</i>	2005	»	»

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<b>Hi-end retouching for the advertising market</b>	vertical/technology specialization combo B2B	<a href="#">The Orange Apple</a>	Agency  Vancouver Canada	<i>Creative imagery</i>   Meet The Orange Apple: Commercial and Creative Photography	2005	<a href="#">»</a>	
<b>High-end senior photography</b>	vertical B2C	<a href="#">Amanda Holloway</a>	Freelancer The Woodlands, TX United States	<i>The most sought after senior portrait experience</i>  High-End Senior Photography Business with Amanda Holloway [video]	2010	<a href="#">»</a>	
<b>Horror</b>	signature style B2B	<a href="#">Joshua Hoffin</a>	Freelancer Kansas City, MO United States	<i>Horror photography</i>  Picking the Brain: An Interview with Joshua Hoffine [article]	2001	<a href="#">»</a>	<a href="#">»</a>
<b>Horses</b>	vertical B2B/B2C	<a href="#">Terri Cage</a>	Freelancer Krum, TX United States	<i>North Texas equine, senior &amp; portrait photographer</i>	2009	<a href="#">»</a>	<a href="#">»</a>
<b>Humor</b>	signature style B2B	<a href="#">Timothy Bailey</a>	Freelancer New York, NY United States	<i>Commercial advertising photographer specializing in humor, entertainment, and portrait photography.</i>  What Happens When You Cross a Photographer with a Funnyman?	2008	<a href="#">»</a>	<a href="#">»</a>

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<b>Hunting, fishing, and camping</b>	related industries B2B	<a href="#">John Hafner</a>	Freelancer , MT United States				»
<b>Ice hockey</b>	vertical B2B	<a href="#">John Crouch</a>	Freelancer Simsbury, CT United States		2001		» »
<b>Imagery for arts organisations</b>	vertical B2B	<a href="#">Katherine Leedale</a>	Freelancer London United Kingdom	<i>none</i>	2011		» »
<b>Industrial photography</b>	horizontal B2B	<a href="#">Gavin Jowitt</a>	Freelancer Sydney Australia	<i>Corporate and commercial photographer</i>	1996		» »
							<a href="#">Gavin Jowitt: A Unique Perspective [article] [My Nikon Life]</a>
<b>Jewels</b>	vertical B2B	<a href="#">Edward Edwards</a>	Freelancer London United Kingdom	<i>Photographer of high jewellery and watches</i>	1985		»
<b>Kids products and toys</b>	related industries B2B	<a href="#">Jeremy Lloyd</a>	Freelancer Los Angeles, CA United States	<i>Creative and artistic commercial photographer specializing in kids products and toys.</i>	2001		»

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<b>Landscapes: Atmospheric images of the south west of England</b>	horizontal B2B	<a href="#">Mark Bauer</a>	Freelancer Bournemouth United Kingdom	<i>Atmospheric images of the south west of England</i>	2003	»	»
<b>Light painting</b>	technology specialization B2B	<a href="#">Harold Ross</a>	Freelancer Philadelphia, PA United States	<i>Extraordinary lighting</i>  <i>Sculpting a Photograph with Light [interview] [The New York Times]</i>	1987	»	»
<b>LinkedIn profile pictures</b>	vertical	<a href="#">Max Schwarz</a>	Freelancer New York, NY United States	<i>Look like a boss. Photos that get your hired.</i>	2015	»	
<b>Liquids</b>	technology specialization B2B/B2C	<a href="#">Martin Waugh</a>	Freelancer Portland, OR United States	<i>Liquid sculptures. Specializing in artistic and commercial photography of liquids.</i>  <i>Martin Waugh on Discovery Channel [video]</i>	2001	»	
<b>Medical and healthcare</b>	related industries B2B	<a href="#">Tim Zoltie</a>	Freelancer Leeds United Kingdom	<i>Specialising in healthcare photography, medical photography, lifestyle photography and commercial photography.</i>	2000	»	»

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<b>Mega yachts, sail yachts and lifestyle (luxury markets)</b>	related industries B2B	<a href="#">Kristina M. Strobel</a>	Freelancer London United Kingdom		1994	»	»
				Into the World of Yaching Photography: Interview with Professional			
<b>Mining</b>	vertical B2B	<a href="#">James Hodgins</a>	Freelancer Sudbury Canada	<i>Mining photographer</i>	1995	»	»
				Mining photographer illustrates life underground [article] [Northern			
<b>Model comps &amp; portfolios</b>	vertical B2B/B2C	<a href="#">Gordon Kent</a>	Freelancer Chicago, IL United States		2014	»	
<b>Motor industry</b>	vertical B2B	<a href="#">Dean Smith</a>	Freelancer London United Kingdom	<i>Automotive photographer</i>	2008	»	»
<b>Mountain sport (outdoor industry)</b>	vertical B2B	<a href="#">PatitucciPhoto</a>	Agency Bern Switzerland	<i>none</i>	1999	»	»
<b>Movie &amp; TV stills</b>	vertical B2B	<a href="#">Ursula Coyote</a>	Freelancer Santa Fe, NM United States	<i>Movie stills</i>	2008	»	
				[FS Spotlight] Photographer Ursula Coyote of Breaking Bad Talks			

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<b>Natural organic food photography</b>	issue-driven	<a href="#">Mike Wepplo</a>	Agency Los Angeles, CA United States	<i>Digital dimensions</i>  More Real than Real [article] [Package Design]	1990	»	»
<b>On-site photography for museums and publishers</b>	vertical/technology specialization combo  B2B	<a href="#">Peter Harholdt</a>	Freelancer  West Palm Beach, FL United States	<i>Specializing in large format photography for museum publishing projects</i>  A Master of Car Photography - Peter Harholdt's set up [blog post]	1978	»	
<b>Owner and pet portraiture</b>	vertical  B2C	<a href="#">Brendan Burke</a>	Freelancer Dublin Ireland	<i>We specialize in capturing the bond between pet &amp; owner in your own home.</i>  The Late Show [video] [RTE One]			»
<b>Park City stock photography</b>	horizontal	<a href="#">Mark Maziarz</a>	Freelancer Park City, UT United States	<i>Premium stock image catalog of Park City photography for commercial, editorial, corporate and home &amp; office use.</i>	1990	»	»
<b>Personal vacation photographer</b>	vertical  B2C	<a href="#">Wayne Stadler</a>	Freelancer Calgary Canada	<i>It's your vacation, you should be in the photos</i>	2010	»	»

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<b>Photo editing service for wedding photographers.</b>	vertical/technology specialization combo B2B	<a href="#">FixThePhoto</a>	Agency  Tallinn Estonia	<i>Wedding season is too short to spend it on photo editing!</i>	2016		
<b>Photo shoots and production services for artisans, designers and art directors</b>	vertical/the way you work combo B2B	<a href="#">Julien McRoberts</a>	Freelancer  New York, NY United States	<i>I am a commercial photographer who works with designers, art directors and marketing teams to create photographic imagery as original and genuine as the brands.they work so hard to develop.</i>	1997	»	»
<b>Pop-Renaissance</b>	signature style B2B	<a href="#">Dan Bannino</a>	Freelancer  Milano Italy	<i>Mixing popular culture and Old Masters' style</i>  Niche Of Wonders: Dan Bannino And His 'Pop-Renaissance'	2012	»	»
<b>Portraits for editorial publications</b>	vertical/horizontal combo B2B	<a href="#">Louise Haywood-Schiefer</a>	Freelancer  London United Kingdom	<i>none</i>	2005	»	»
<b>Real estate agents</b>	vertical B2B	<a href="#">Matt Santos</a>	Freelancer  Myrtle Beach, SC United States	<i>Real estate and architectural photography</i>	1997	»	»

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<b>Real estate agents</b>	vertical B2B	<a href="#">VHT Studios</a>	Agency Chicago, IL United States	<i>A leading provider of professional photography, videos, floor plans, virtual staging &amp; 3D tours for real estate professionals.</i>	1999	»	»
<b>Recruiting material for universities</b>	vertical B2B	<a href="#">Matthew Lester</a>	Freelancer Lancaster, PA United States	<i>Imagery for higher education admissions marketing.</i>	1999	»	
				Featured Member   Matthew Lester Photography [blog post] [The			
<b>Resource industries (mining, oil &amp; gas production)</b>	related industries B2B	<a href="#">Evan Collis</a>	Freelancer Perth Australia		1990	»	
<b>Rock concerts</b>	vertical	<a href="#">Rockfoto</a>	Agency Stockholm Sweden	<i>Specialised in concert photography</i>	2003	»	»
<b>Rockstars</b>	vertical B2B	<a href="#">Matthias Hombauer</a>	Freelancer Vienna Austria	<i>Rockstar photographer</i>	2009	»	»
				Interview: Music Photographer Matthias Hombauer [article] [Gig			
<b>Rodeo stock photo</b>	vertical	<a href="#">Reed Settle</a>	Freelancer San Diego, CA United States	<i>Professional rodeo photography</i>	2001	»	»



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<b>Sable Island</b>	umbrella focus	<a href="#">Damian Lidgard</a>	Freelancer Halifax, Canada		2006	»	»
				Scientist's creative side emerges [article] [The Chronicle Herald]			
<b>Same-sex weddings</b>	issue-driven B2C	<a href="#">Casandra Zetta</a>	Freelancer Cincinnati, OH United States	<i>My mission is to provide a safe place for couples to share their love openly, and without worry.</i>	2012	»	»
				Tips for Photographers – Shooting LGBTIQ + Weddings [blog post] [F*			
<b>Same-sex weddings</b>	issue-driven B2C	<a href="#">Cindy &amp; Sharon</a>	Agency Atlanta, GA United States	<i>Documenting marriage equality one ceremony at a time.</i>	2005	»	»
<b>Scarring photography services for solicitors and insurance firms</b>	vertical/horizontal combo B2B	<a href="#">Clinical Photography UK</a>	Agency Harrogate United Kingdom	<i>Nationwide expert personal injury photography</i>	2012	»	»
<b>Skateboarding</b>	vertical B2B	<a href="#">Arto Saari</a>	Freelancer Los Angeles, CA United States		2001	»	»
				Arto Saari: Skater Turned Photographer [video] [Oakley]			

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<b>Skydiving</b>	technology specialization B2B	<a href="#">Niklas Daniel</a>	Freelancer Eloy, AZ United States	<i>Skydiving photography</i>	2007		
				<a href="#">Niklas Daniel: Skydiving Aerial Photographer Interview [article]</a> <a href="#">[Picture]</a>			
<b>Snowboarding/Mountain biking</b>	related industries B2B	<a href="#">Chris Wellhausen</a>	Freelancer Encinitas, CA United States		2005	<a href="#">»</a>	<a href="#">»</a>
<b>Splashing/pouring liquids for advertising</b>	vertical/technology specialization combo B2B	<a href="#">Bill Cahill</a>	Agency Los Angeles, CA United States	<i>Product and liquid photographer</i>	2003	<a href="#">»</a>	<a href="#">»</a>
				<a href="#">Q&amp;A With LA Product and Liquid Photographer BILL CAHILL [article]</a>			
<b>Sports</b>	vertical B2B	<a href="#">Bob Martin</a>	Freelancer London United Kingdom	<i>A multi-award winning sports photographer specialising in shooting action, graphic, and editorial pictures for advertising, corporate and editorial clients.</i>	1986		<a href="#">»</a>
				<a href="#">Meet a Pro: Elite Sports Photographer Bob Martin [interview]</a>			
<b>Still life photography</b>	horizontal B2B	<a href="#">Natalie Tkachuk</a>	Freelancer Hemel Hempstead United Kingdom	<i>none</i>	2007	<a href="#">»</a>	<a href="#">»</a>

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<b>Surfing</b>	vertical B2C	<a href="#">Russel Ord</a>	Freelancer Margaret River, Australia	<i>Ocean &amp; Lifestyle Photographer</i>  One Shot Doc [video] [Farmhouse Films]	1990	»	»
<b>Surrealistic iPhone photography</b>	signature style B2C	<a href="#">Cedric Blanchon</a>	Freelancer Troyes France	<i>Surrealism Mobileartist</i>  The More Than Passing Strange World of Cedric Blanchon – Interview	2013	»	»
<b>Sweet sixteen celebrations</b>	vertical B2C	<a href="#">Ray Martinez</a>	Freelancer New York, NY United States	<i>Sweet sixteen party photographer</i>	2012	»	
<b>Tattooed brides</b>	vertical B2C	<a href="#">Mike Allebach</a>	Freelancer Philadelphia, PA United States	<i>The original tattooed bride photographer</i>  Ink-redible weddings! Tattooed brides flaunt their intricate body art in	2006	»	»
<b>The nautical world</b>	related industries B2B/B2C	<a href="#">Kat Hanafin</a>	Freelancer Boston, MA United States	<i>The nautical collection</i>  Chronicle: She Takes Shots by the Seashore [video] [WCVB]	2010	»	»
<b>Tinder headshots</b>	vertical B2C	<a href="#">Max Schwarz</a>	Freelancer New York, NY United States	<i>Get the most out of Tinder by taking photos of you that show your true self, or a slightly better looking version.</i>  A Brooklyn-Based Photographer Created A Business For Taking	2012	»	

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<b>'Trash the Dress' wedding photography</b>	signature style B2C	<a href="#">Gregory Cain</a>	Freelancer Solana Beach, CA United States		2012		»	»
How to Live Your Surfing Dreams. Part 2 - The Wedding Photographer								
<b>Underwater photography (editorial)</b>	horizontal B2B	<a href="#">David Doubilet</a>	Agency Clayton, CA United States	<i>Undersea images</i>	2003		»	»
Down to Earth: Q&A with Photographer David Doubilet [article] [Earth								
<b>Underwater portraiture (surreal)</b>	signature style B2B/B2C	<a href="#">Jenna Martin</a>	Freelancer Billings, MT United States		2012		»	»
<b>Vineyard and wine industry</b>	related industries B2B	<a href="#">Carolyn Corley Burgess</a>	Freelancer Napa Valley, CA United States	<i>Vineyard photography</i>	2010		»	»
<b>Vintage neon signs</b>	issue-driven B2C	<a href="#">Bill Rose</a>	Freelancer Minneapolis, MN United States	<i>Vintage neon sign photography</i>	2011		»	»
These Amazing Vintage Signs Are a Blast from America's Past [article]								
<b>Wild horses</b>	issue-driven B2B/B2C	<a href="#">Kimerlee Curyl</a>	Freelancer Santa Ynez, CA United States	<i>May Wild Things Be Free . . . Forever</i>				»
An Artist's Wild Muse and Her Mission to Save Them [article] [Earth								

Targeted Niche	Type of Niche	Business Example	Size / Location	Positioning	In business since	<a href="#">in</a>	<a href="#">tw</a>
<b>Wildlife photography</b>	horizontal B2B	<a href="#">David Tipling</a>	Freelancer Norfolk United Kingdom	<i>none</i>			»
<b>Wine bottles</b>	vertical B2B	<a href="#">Chris Potter</a>	Freelancer Adelaide Australia	<i>Be Smart, Look Smart. CSP Creative presents bottle photography as refined as your wine.</i>	2009		»
<b>Woman who thinks she's just not photogenic</b>	vertical B2C	<a href="#">Janice Robertson</a>	Freelancer Toronto Canada	<i>Isn't it time to celebrate you</i>	2015		» »
<b>X-ray photography</b>	technology specialization B2B	<a href="#">Nick Veasy</a>	Agency  Rochester, United Kingdom		2002		» »
				X-ray, The Curious Vision of Nick Veasey [article] [The Photo Academy			
<b>Yoga &amp; Yogis (goddess portraits, feminine energy, women in motion)</b>	umbrella focus B2C	<a href="#">Ulrike Reinhold</a>	Freelancer Bali Indonesia		2016		»