

# Economic naturalist

[Literature](#), [Russian Literature](#)



Why do female models in Hollywood get more money than Male models? It is quite frequently observable phenomenon that female models in film and advertisement industry are found seeking more money compared to the male models. It is not as simple as it seems because there is so much saturation in female sector of modeling. Statistics show that the quantity of female actresses and female models is far more than male models. Still it may easily be pragmatic that they seek and earn more revenues.

It was an era in film industry when male models and actors were found demanding more. But it was pre revolution era and the films and adverts were adventure based. This is the reason for what the movies visualized in past were on the specific stream, heroism was the most popular theme. With the passage of time, after revolutionary measures were taken in Hollywood arena, the scenario was turned towards new altitudes.

History observed that the demand of female models was being increased, might be it was deliberately. But now it is uncontrollable. The concept of feminism has been popularized enough that even an advertisement of cigarette is found incomplete without a female model. The most tax paying celebrities in advertisement industry are of course none others but female models.

The economic perspective which supports this practical phenomenon and being provisioned by the experts is demand and supply combination. It is probably due to high demand of female models in Hollywood as compared to male category of models. However it slightly differs in case of acting and modeling. In modeling, this is most important that a leading female model should be in the package. It is for image management.

The demand of leading and successful female models is high whereas the male models are lesser in number but the ones who are in the fields; no doubt they are leading and money takers. But the overall budget and per cast rate is found higher in female models category.

The revenue and success rate of the advertisements in which women models have performed is high and are having decidedly cited records. People have favorites in commercials where they find a female model performing for some brand. The influencing rate is more. It is recognized that the brands which are endorsed by leading female models get raise earlier even the standard is not that much extraordinary.

Another very important factor in high cost female models is that they have to spend more money on their personal maintenance. They are required to wear expensive clothes, jewelry and other accessories in order to retain their persona. This is a reliable opinion in the overall singularity that the demand and expense factors altogether play important roles to identify the role of females in modeling and advertisement. They get more accurate benefits (monetary and non-monetary) from the advertisement budget for what they had objected it to be. Most of the designers are designing for female wears. It may also an important factor while female models are supposed to be the ramp creature.