

## The impact of Service Design on Business



# Touchpoint media kit





# Welcome to the Service Design Network

Great to have you here. Together, we can share knowledge and learnings, and further strengthen our growing discipline.

"SDN AIMS TO  
DEVELOP AND  
ESTABLISH THE  
SERVICE DESIGN  
DISCIPLINE AND  
ITS PROFESSIONAL  
IDENTITY."

-PROF. BIRGIT MAGER,  
SDN PRESIDENT

We're an international network of organisations & businesses working in and developing the Service Design domain. Our purpose is to develop and strengthen the knowledge and expertise in the science and practice of innovation and improvement of services.

We are happy to have you on board on this journey!

# The value of SDN

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## IMPACT

SDN is the driver for development in the service design field. We connect inspiring people, and we equip our community with knowledge, methods and the tools they need in order to successfully apply and evolve service design. We have over **1,400** members, and an online community of over **17,500**.



## ACCESS TO LOCAL COMMUNITIES

SDN has its chapters all over the world – **38** at the moment – and still growing. We communicate with our global community on a regular basis, and they share information with us as well as vice versa. This means our news can reach targeted parts of the globe when we need it to.



## INFLUENCE

SDN is the most often quoted source on the definition of service design. We are recognized as a global leader in establishing and spreading both essential and trending news in the emerging field. SDN is a trusted and acknowledged source of expertise on all things service design.



## ACCESS TO GLOBAL COMMUNITY

SDN is a global network. That means that its members have the sense of belonging to an international community of professionals and service design enthusiasts. Our channels are part of global media, and has a prevailing relevance and wide outreach as such.

# SDN Members demographic

The demographic of our members is very diverse. We currently have over **1.400 members** and over **17.500 community followers registered on our website**, with that number rising rapidly each month. Our community is highly international, with members active in +80 countries.

1.400+ MEMBERS IN  
80+ COUNTRIES

42% ARE CORPORATE/ACADEMIC MEMBERS  
52% ARE PROFESSIONAL MEMBERS  
6% ARE STUDENT MEMBERS

INCLUDING:  
154 COMPANIES/SERVICE DESIGN AGENCIES  
11 DESIGN UNIVERSITIES

Data source: SDN | December 2019



## NOTABLE MEMBERS

- ACCENTURE/ FJORD
- DESIGNIT
- CAPITAL ONE/ADAPTIVE PATH
- SAVANNA COLLEGE OF ART AND DESIGN
- NORDEA
- RABOBANK
- OP FINANCIAL GROUP
- BBVA
- LIVEWORK
- VOLKSWAGEN
- ARAAMIS
- HITACHI
- LAUREA UNIVERSITY OF APPLIED SCIENCES

# SDN Outreach

## THE SDN WEBSITE

797,527

PAGE VIEWS PER YEAR

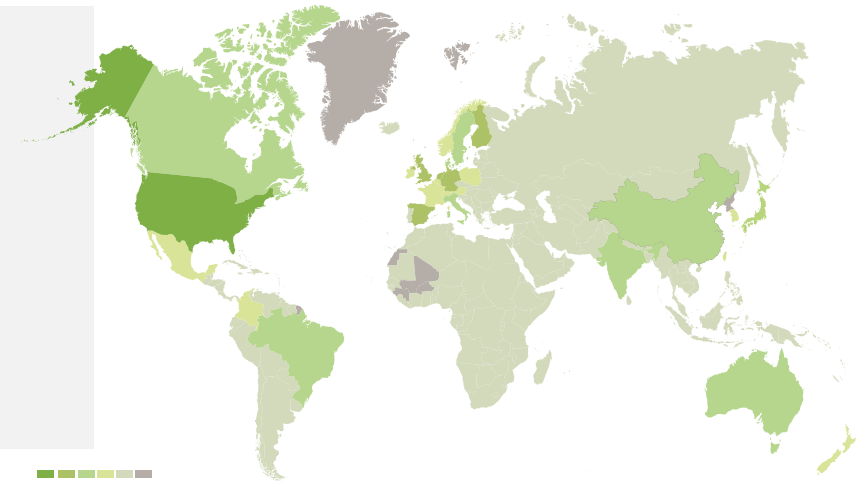
74,000 avg per month

143,500 users

51% new visitors  
49% returning visitors

53% female  
47% male

44% age 25-34  
30% age 35-44  
12 % age 18-24  
10 % age 45-54



Data source: Google Analytics | January 2019- December 2019

## OUR SOCIAL NETWORKS

88,430

TOTAL AUDIENCE



21,100+ followers



19,700+ page fb likes



31,500+ group members



4,600+ members



10,100+ followers

Data source: SDN Social Networks | December 2019

## THE SDN INSIDER

OUR NEWSLETTER REACHES

7,092

INTERNATIONAL RECIPIENTS

Data source: SDN | December 2019



# Touchpoint - The Journal of Service Design

A comprehensive collection of articles, cases and interviews from international service design experts.



Launched by the Service Design Network in 2009, **Touchpoint** is the first ever service design journal. It provides a window into the discussion of service design, facilitating a forum to debate, share and advance the field as well as its practices.

The journal is a triannual edition and it features the latest news and trends in service design, articles on specific topics, interviews and more.



**Editor-in-Chief**  
Jesse Grimes

**Co-editors**  
up to four guest  
editors per issue

# Touchpoint in Numbers

## ONLINE ARTICLES

**2.000+**  
VIEWS PER ISSUE

## DIGITAL FORMAT

**1.000+**  
DOWNLOADS PER ISSUE

## PRINTED FORMAT

**500+**  
COPIES PER ISSUE

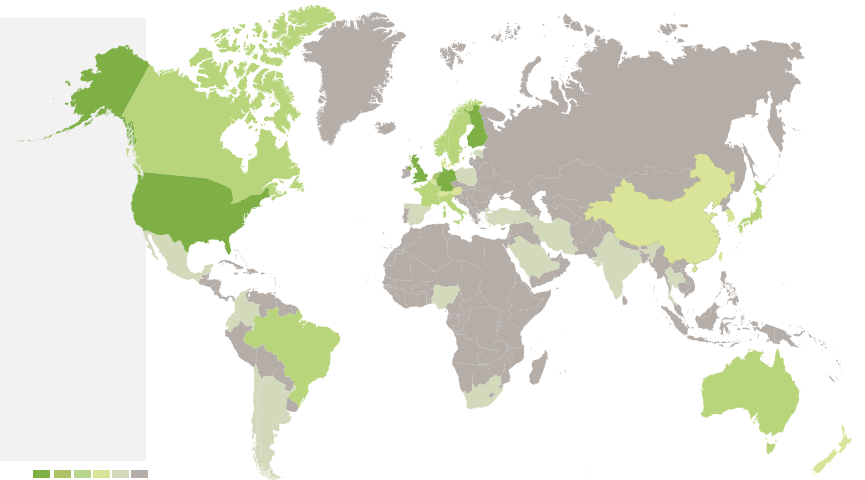
## ANNUAL READERSHIP

**+28.000**  
READERS WORLDWIDE

62% PROFESSIONALS/  
CORPORATIONS  
38% STUDENTS /  
ACADEMIC INST.

48% AGE 25-34  
25% AGE 35-44

51% FEMALE  
49% MALE



# Advertise in Touchpoint

## MAGAZINE AD




Catch the attention and lead customers to you with compelling copy and graphics.



## ADVERTISE YOUR:

- PRODUCTS & SERVICES
- JOB OPENINGS
- EVENTS
- AWARDS
- PUBLICATIONS
- ACADEMIC PROGRAMS

## BENEFITS:

-  Advert in the journals printed format  
**500+** copies per issue
-  Advert in the journals digital format (PDF)  
**1.000+** downloads per issue
-  Advert in the journals preview on issuu  
**40.000+** views

## DISTRIBUTION:

- Issue available to purchase in print and digital format at SDN website and events.
- Issue preview available on issuu app and website.
- SDN Members: exclusive benefit to read all articles online, to order a printed copy and to download the PDF at no charge.

*Touchpoint* issues are constantly promoted via SDN channels such as website, newsletters, social media and events.



# Advertise in *Touchpoint*

## TOUCHPOINT MOCKUP

Format: 200 x 265 mm



### 1/3 PAGE AD

Live Area: 200 x 85 mm | 65 x 265 mm

File format: 210 x 95 mm | 75 x 275 mm (5 mm bleed on all edges)

Price: **340€** | Price SDN Members (20% off): **272€**



### 1/2 PAGE AD

Live Area: 200 x 125 mm | 95 x 265 mm

File format: 210 x 135 mm | 105 x 275 mm (5 mm bleed on all edges)

Price: **490€** | Price SDN Members (20% off): **392€**



### 1 PAGE AD

Live Area: 200 x 265 mm

File format: 210 x 275 mm (5 mm bleed on all edges)

Price: **990€** | Price SDN Members (20% off): **792€**



### 2 PAGE AD

Live Area: 400 x 265 mm

File format: 410 x 275 mm (5 mm bleed on all edges)

Price: **1950€** | Price SDN Members (20% off): **1560€**

### Print method

Web offset 4-colour process (CMYK)

### Binding method

Glued Binding

### File Format

Printable PDF file formats (PDF/X-3) are preferred.

### Image Data

Colour images: CMYK-TIF or -EPS, uncompressed, resolution 300 dpi.

Lines: Bitmap-TIF, resolution 1200 dpi.

B/w images: grey-tone-TIF or -EPS, uncompressed, resolution 300 dpi

# Advertise in Touchpoint

## ADVERT EXAMPLES



# Advertise in Touchpoint

## ADVERTORIAL

Advertorial in Touchpoint means you reach an international audience of decision makers and highly qualified professionals by delivering valuable content related to service design.



## ADVERTISE YOUR:

- BUSINESS AND APPROACH
- PRODUCTS & SERVICES
- TOOLS & METHODS
- EVENTS
- PUBLICATIONS
- ACADEMIC PROGRAMS

## BENEFITS:



Advertorial in the journals printed format  
**500+** copies per issue



Advertorial in the journals digital format (PDF)  
**1.000+** downloads per issue



Advertorial in the journals preview on issue  
**25.755+** views



Advertorial in the journals online format on SDN website  
**2000+** views per issue



1 slot on SDN Insider newsletter  
**7.000+** subscribers



1 post in social media (LinkedIn, Twitter, Facebook)  
**88.430+** followers

## DISTRIBUTION:

- Issue available to purchase in print and digital format at SDN website and events.
- Issue preview available on issue app and website.
- SDN Members: exclusive benefit to read all articles online, to order a printed copy and to download the PDF at no charge.

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# Advertise in *Touchpoint*

## TOUCHPOINT MOCKUP

Format: 200 x 265 mm



### 1 PAGE ADVERTORIAL

350 – 400 words + image

Price: **1240€** | Price SDN Members (20% off): **990€**



### 2 PAGE ADVERTORIAL

700 – 800 words + images

Price: **2450€** | Price SDN Members (20% off): **1960€**



### 4 PAGE ADVERTORIAL

1100 – 1400 words + images

Price: **4850€** | Price SDN Members (20% off): **3880€**



### 6 PAGE ADVERTORIAL

1900 – 2200 words + images

Price: **7250€** | Price SDN Members (20% off): **5800€**

## File Format

Word/Pages file + images

## Image Data

Colour images:  
CMYK-TIF or -EPS,  
uncompressed,  
resolution 300 dpi.

Lines: Bitmap-TIF,  
resolution 1200 dpi.

B/w images: grey-  
tone-TIF or -EPS,  
uncompressed,  
resolution 300 dpi

# Advertise in Touchpoint

## ADVERTORIAL EXAMPLES



# Contact us for further information

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We are open to discuss further ideas for the content of your Ad and Advertorial, as well as other types of sponsorship/partnership opportunities.

[journal@service-design-network.org](mailto:journal@service-design-network.org)

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## **SERVICE DESIGN NETWORK**

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