



# The U.S. Graphic Design Business 1997-2009

*A demographic & analytical examination of this \$5.8 billion business sector*

The \$5.8 billion graphic design industry has over 16,000 individual businesses (each averaging about four employees), as well as 80,000 freelancers, and spends more than \$400 million annually on capital goods. The industry has over 80,000 independent freelance practitioners. This important business sector is the focus of a new report by Strategies for Management, Inc., scheduled for publication at the end of October 2004.

## Why are designers important?

- Graphic designers drive practical implementation for print, Internet, and other media initiatives
- Designers select or specify media providers such as printers and other services
- Design businesses are technology investors:
  - *desktop publishing*
  - *computers & workstations*
  - *image acquisition*
  - *data storage*
  - *image output*
  - *workflow solutions*
  - *telecommunications*

Suppliers that sell and work with graphic design businesses will find the report to be an invaluable tool for

- *market sizing and segmentation*
- *product development*
- *opportunity assessment*
- *channel and distribution strategy*
- *promotion strategies*
- *all other aspects of planning and forecasting*

Analysis will be based on historical data spanning 1997 to 2002, SFM estimated data for 2003 and 2004, and SFM forecasts from 2005 through 2009. It also reviews trends on an inflation-adjusted basis, which is critical to understanding the true nature of the business.

The historical data are built on a firm foundation of Census and other independent, verified data. The 2003 and 2004 estimates are developed by quantitative SFM analysis. The forecasts for 2005-2009 are derived from SFM proprietary models, guided by SFM's experienced consultants.

An important aspect of the graphic design business is its pool of active freelancers. The report will explore their role in the industry, how many there are, their receipts, and many other factors.

## Demographic data in the report

- *number of design businesses*
- *number of employees*
- *number of freelance designers*
- *size of businesses by number of employees*
- *designers revenues (service mix)*
- *ratio data, such as receipts per business, receipts per employee, payroll per business*
- *largest establishments share of billings*
- *birth/death establishment "churn"*
- *capital expenditures*
- *other key demographics*

## Deliverables

Sponsors will have password access to data and links to secondary research on a private website during the field work.

Upon publication, sponsors will receive a printed copy of the final report.

For 60 days after publication, sponsors will have access to researchers for questions and discussions about the report, its conduct, and findings

The report will also be supplied in digital form, which will include "live link" information resources such as associations, publications, government data, and other sources, giving your company direct access to the latest data and news about the graphic design business.

## Report publication schedule

The project is currently underway and is planned for release on October 28, 2004.

## Ordering Information

For more information, e-mail Strategies for Management at [designstudy@sfminc.com](mailto:designstudy@sfminc.com), or call Mr. Vince Naselli at 1-732-568-0316.

- Report price upon publication: \$2,875
- Special pre-publication price: \$1,975, more than 30% savings (\$900), full payment by October 18, 2004 to qualify

To pay by credit card go to <http://store.yahoo.com/drjoe/graphicdesign.html>

To pay by check, mail to Strategies for Management, Inc., P.O. Box 483, Harrisville, RI 02830

To request an invoice, send your billing and shipping information to [designstudy@sfminc.com](mailto:designstudy@sfminc.com)

## Consultants

### *Dr. Joe Webb*

Industry commentator and forecaster Dr. Joe Webb is a 26+ year veteran of the graphic arts industry. He has served the industry as a consultant, executive, and the founder of the TrendWatch surveys. His academic background is a combination of business, computer technologies, and graphic arts. His doctoral work was completed at the NYU Center for Graphic Arts Management and Technology. Dr. Webb has worked with industry suppliers of all types, including offset and digital press manufacturers, computer software and hardware developers, national and multinational organizations, associations, and others. A frequent speaker at industry events, Dr. Webb's weekly column "Fridays with Dr. Joe" appears at [www.WhatTheyThink.com](http://www.WhatTheyThink.com) where it has become a must-read feature for the entire printing industry.

### *Vince Naselli*

Vince Naselli has 20+ years of professional experience in the graphic arts marketing industry. Mr. Naselli is the former Director of TrendWatch Graphic Arts. He is a frequent contributor to WhatTheyThink.com and other leading industry publications. He has served as a past committee chairman of the Imaging & Prepress and Market Research subcommittees for the NPES market research program, one of the leading research trade associations in the graphic communications industries. He

has also served as president and on the board of directors of GAMIS, the research trade association of the Printing Industries of America. Mr. Naselli speaks at numerous industry events about the trends in technology, business conditions, and the future of the imaging business. In previous professional roles, he served as Dealer Relations and Regional Sales Manager for Screen USA and was the Senior U.S. Marketing Manager for Agfa of market research and competitive analysis and concurrently was the Senior U.S. Marketing Manager for Apogee responsible for PDF Workflow software and systems. He holds a Bachelor of Science degree in marketing and management from Kean University, New Jersey.

### *Joe Lipetri*

Mr. LiPetri has been a writer and reporter for the graphic communications industry for more than 15 years, and has contributed articles and reports to such industry publications as The Seybold Report on Publishing Systems, Electronic Publishing, American Printer, and Printing News. He served as a full-time editor for MacWEEK.com, covering Macintosh-compatible digital imaging and printing technology such as digital cameras, scanners, desktop printers, and prepress software/hardware. From 1995 to 2000, Mr. LiPetri served as East Coast editor for Micro Publishing News, covering industry news, attending and reporting on major industry trade shows and press events, and assisting with the creation of editorial calendars, as well as writing feature articles, product reviews, and vendor/printer profiles. He also wrote for MPN 's then-sister publications *Digital Imaging*, *Print-On-Demand Business*, and *Digital Printer*. Following MPN 's acquisition by Cygnus Business Media, Mr. LiPetri wrote "network " feature articles on a monthly basis for the Cygnus Graphics Network, a group of publications which includes *Printing News*, *Print-On-Demand*, *Print & Graphics*, *Modern Reprographics*, and *Quick Printing*.

From 1996 to 2001, Mr. LiPetri was also a technology writer for the National Association for Printing Leadership (NAPL), and periodically wrote technology-oriented and business articles, as well as a regular "Digital Directions" column for Printing Manager magazine. He also wrote NAPL Special Reports covering various digital technologies such as digital asset management and digital photography. From 1993 to 1995, Mr. LiPetri served as associate editor for *Printing News*, a weekly trade magazine serving the commercial printing industry in the New York metropolitan area, included writing feature articles, company profiles, industry trend pieces, short news items, and regional economic overviews.

