

Reporting globally on the relationship between health & wellbeing and the built environment, **WORLD HEALTH DESIGN** is the leading international journal bridging the gap between research & practice.



Uniting opinion in architecture, design and clinical disciplines, each issue provides essential news, knowledge and insight to a truly worldwide audience of...

- Leading architects & designers
- National & municipal government officials
- Health planners & capital project consultants
- Public and private health providers
- Nurses, clinicians and other health professions
- Senior estates & facilities managers
- Building construction companies
- Medical products & health industries
- Universities and academic institutions
- Psychologists, environmentalists and economists

# Media Information

## Introduction

World Health Design is the first truly international journal connecting more than 15,000 researchers and practitioners in interdisciplinary fields with a common goal to improve global human health, wellbeing & quality of life through better design, technology & architecture.

Published quarterly, World Health Design is a feast of global news, discussion & analysis, arts & culture reviews, architectural project reviews, regional market, business & technology reports and the latest scientific research, offering a unique and unrivalled reader experience.

By uniting the disciplines of architecture, design, psychology, the health sciences and economics, World Health Design is breaking new publishing and media ground, and helping to spread knowledge and understanding in the creation and development of health through environmental design. Editorially, it offers a unique blend of regular features, topical response and scientific papers independently evaluated by our editorial advisory board and scientific committee.

### Standpoint

An incisive, reflective and at times controversial comment from the frontline of design & health.

### Inquiry

Opinion formers from all four corners of the globe share their views on a topical issue of the moment, in our 'Inquiry' into the social, economic and political dynamics shaping design & health.

"World Health Design has been warmly received by all my colleagues. Keeping health planners and architects happy with the same publication"



# WORLD HEALTH DESIGN

ARCHITECTURE | CULTURE | TECHNOLOGY

### Dialogue

Each issue, WHD brings together thought leaders from interdisciplinary fields in a meeting of minds to interpret the relationship between design & health and architecture, culture & technology.

### Scientific Review

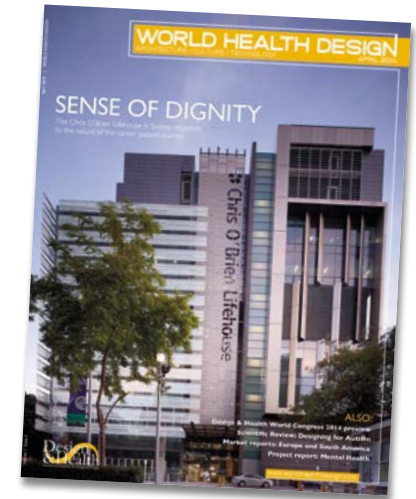
Our international editorial advisory board and scientific committee ensure that all research papers, exclusively published in WHD have applied robust scientific methodologies and are at the leading edge of research and science in the interdisciplinary fields of design & health.

### Project Reports

WHD reports on the latest benchmark architectural projects around the world, either completed or in the design and planning stage set to establish new standards in design quality.

### Market Reports

From Asia to North & South America, Oceania, the Middle East and Europe, WHD reports on the social, economic and cultural trends influencing key projects in different regions of the world.



### Technology Reports

As rapid advances in technology redefine human lifestyle and patterns of behaviour, WHD reports on the latest design innovations set to contribute to improvements in human health, wellbeing and quality of life.

### Arts & Culture Reviews

A reflection on today's art and cultural expression, through reviews by leading researchers & practitioners of the latest books, web sites, films, exhibitions and conferences.

Published quarterly by  
The International Academy  
for Design & Health



# Media Information

## Editorial Programme

### Worldwide coverage

World Health Design does not apply a rigid editorial structure, preferring to remain topical and responsive to an ever-changing world in the field of design & health. In consultation with our editorial advisory board, our features programme ensures a balanced approach to reporting on research & practice in different markets around the world, ensuring maximum exposure for your advertising spend.

World Health Design provides regular coverage of the latest research and practice in the field of design & health.

### Design

- Masterplanning
- Interior design
- Landscape design
- Flooring design
- Lighting design
- Arts in health
- Sustainable design
- Urban town & city planning
- Transportation planning

### Health

- Health planning
- Health management
- Health technology
- Health sciences
- Health economics
- Public health
- Environmental sciences
- Neuroscience
- Psychology

"World Health Design is really impressive. I like the mix of practice, research, and industry news". Susan Rodiek, Centre for Health Systems & Design, Texas A&M University

# WORLD HEALTH DESIGN

ARCHITECTURE | CULTURE | TECHNOLOGY

### January 2015

**Project reviews:** Elderly Care

**Market report:** Europe

**Show preview:**

Design & Health Europe 2015, London

Design & Health Asia Pacific 2015, Hanoi

**Advertising deadline:** 01 Dec 2014

### April 2015

**Project review:** Mental Health

**Market reports:** China and Asia Pacific

**Show report:**

Design & Health Europe 2015, London

**Show preview:**

World Congress 2015, Shanghai

**Advertising deadline:** 01 March 2015

### July 2015

**Project review:** Children's Health

**Market report:** North America

**Show report:**

Design & Health Asia Pacific 2015, Hanoi

**Show preview:**

Design & Health Americas 2015, Washington

**Advertising deadline:** 01 June 2015

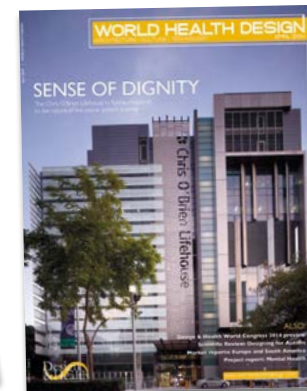
### October 2015

**Project Review:** Urban Health

**Market report:** Middle East and Africa

**Show report:** Academy Awards 2015

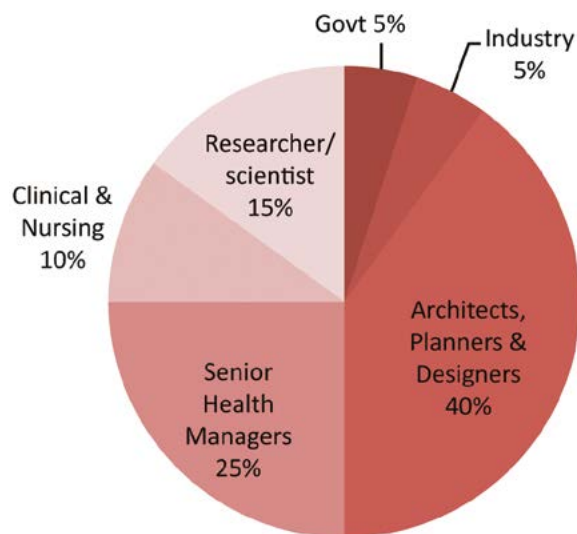
**Advertising deadline:** 01 Sept 2015



## Circulation

### Job type breakdown

World Health Design is read by an interdisciplinary audience, comprising principally of senior decision-makers within government authorities, architecture & design practices, developers and directors of hospitals & health facilities, clinicians, nurses & academics.



### Av. circulation: 5,000 copies

Each issue has a total circulation of approx. 5,000 copies

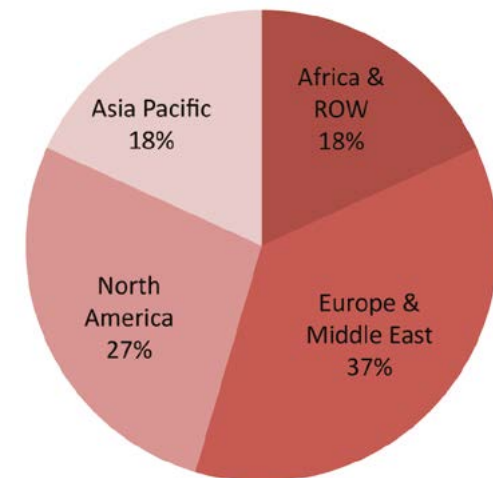


### Annual readership: 60-75,000

World Health Design is a subscription magazine with a part free circulation managed on a rotational basis. Used as a reference publication in government, university, health and industry libraries, the estimated average pass-on readership of each copy is 4-5 individuals

### Geographic breakdown

World Health Design is a truly international journal that connects governments with industry, suppliers with architects and specifiers, and researchers with practitioners in over 100 countries of the world.



"World Health Design is really excellent in every way - beautifully designed and printed, contains a wealth of important and useful material, very well-illustrated, with editorial content and advertisements nicely balanced". Peter Scher, architectural consultant, writer and researcher, UK

Published quarterly by  
The International Academy  
for Design & Health



# Media Information

## Advertising

### Prestigious, far reaching and effective

World Health Design reflects the values of the International Academy for Design & Health and its role in advancing excellence in the design of psychosocially supportive environments that support the creation of health and wellbeing.

As the only international journal addressing these fundamental values in the field, placing an advertisement in World Health Design helps you to meet both research, marketing and broader business objectives, including opportunities to:

- Develop your brand in international communities
- Enhance your organisational image
- Strengthen your sales & marketing campaigns
- Ensure decision makers are specifying your business
- Improve your knowledge network
- Find global research and business partners
- Recruit leading researchers and practitioners



"The one magazine that I can't wait to get as soon as it is available!"  
Kurt Wege, Associate,  
Stantec Architecture, Canada

# WORLD HEALTH DESIGN

ARCHITECTURE | CULTURE | TECHNOLOGY

### Display Rates

(all prices in £'s)	1 insert	2 inserts	4 inserts
DPS	4955	4495	3900
Page	2950	2640	2160
1/2 DPS	2995	2680	2190
1/2 page	1695	1450	1150

### Cover positions

IFC	3350	Solus	+250
OBC	3250	RHP	+200
IBC	3095	1st spread	+235

### Special positions

### Advertising features (+)

Advertorial DPS	+495
Advertorial Page	+350
Advertorial 1/2 page	+250

### Design Showcase

1/3 page	250
1/2 page	395

# Media Information

## Design Solutions

### Showcasing innovatively designed products

In response to our readership, the product pages featured in WORLD HEALTH DESIGN have been enhanced and extended.

The 'Design Solutions' pages highlight spaces, places and products specifically designed to improve health outcomes and experiences, giving suppliers the opportunity to promote their products and gain valuable exposure internationally. In 2011, these pages will feature 'Design Solutions' in the following categories:

- Architecture & Design
- Interior Design
- Arts & Health
- Furniture & furnishings
- Medical technology
- Fire, safety & security
- Facilities management
- Infection prevention
- Landscaping design
- Arts & health
- Flooring design
- Lighting design
- Way finding
- Sustainable design
- Energy management
- IT & communications

Each 1/2 page advertising feature consists of 150-250 words, 1-2 photographs and company contact details. Each profile is developed by the WHD editorial team with the advertiser to ensure accuracy, relevance and editorial and design quality.

"Absolutely fabulous! The articles are all of high substance, the projects are interesting and well-designed, the art direction and layout is superb and there are lots of colour photos". Jain Malkin, Jain Malkin Co, USA

# WORLD HEALTH DESIGN

ARCHITECTURE | CULTURE | TECHNOLOGY

**Design Solutions: Projects**



**Eastern promise**

Plans have been announced for a vast, integrated healthcare hub to be designed by Broadway Malyan and built around Tan Tock Seng Hospital in Singapore.

Spineheaded by Tan Tock Seng Hospital, the National Healthcare Group and Singapore Health Primary Health City Network, will serve patients in central Singapore. Broadway Malyan's Singapore-based team is delivering the masterplan, and architectural and landscape-design services, with Surtiss International Consultants leading on project management and engineering services.

Due to be completed in 2030, the scheme will link existing facilities and the Lee Kong Chian School of Medicine to create the largest healthcare complex in Singapore. It will offer a full range of acute to intermediate and long-term holistic-care services along with wider research and education, commercial, leisure and public spaces.

Existing low-rise buildings will be replaced with multi-story blocks to increase the floor space from 250,000 to 600,000sqm, the number of beds will increase by 25% to 2,200, and 10 buildings will be physically connected.

**Plug-in potential**

In July, representatives from Greesham, Smith and Partners attended a conference in China to mark the Shanghai New Hongqiao International Medical Centre Shared Facility. Aiming to advance healthcare delivery internationally, the five hospitals and additional specialist clinics planned on the medical campus will plug into this new contrasted facility, which is set to be completed in 2015.

Greesham, Smith and Partners' principal Kevin Kim AIA, who works at the university level, noted the design concept will reduce costs for individual hospitals and provide access to cutting-edge technology that those hospitals might not have been able to afford.

Alongside traditional support services, such as food, laundry and IT, the Shared Facility will house diagnostic imaging suites, clinical and pathology laboratories, and pharmacy retail and storage. It will also act as the public centerpiece of the complex, with amenities including food services, retail, medical exhibition space and underground parking. To separate the movements of materials, patients and the public, designers layered circulation patterns vertically with service-and-supply distribution occurring primarily in lower-level tunnels, public activity limited to the main level and patient and staff activity concentrated in raised sky bridges.



**Research tower has lab fab layout**

The Hospital for Sick Children (SickKids) has opened the Peter Gilgan Centre for Research and Learning in Toronto, Canada. Spanning 750,000sqft, the 31-story tower is believed to be the world's largest facility devoted to children's health research. HDR provided laboratory planning and design services, as well as equipment planning, security and interior design services. Interior spaces and related the tower itself were designed by Diamond Schmitt Architects.

The tower covers 16 floors of laboratory space – and an estimated three miles plus of benchtop – with the main research focused on genomics, cancer stem cells, brain behaviour and organics. The building was designed to enhance collaboration and is divided into six research neighbourhoods connected through staircases and shared spaces.

"In traditional science building, departments are often separated into silos, where they each independently conduct research," explained Clare Swanson, principal laboratory planner with HDR. "In this tower, the silos are dissolved as researchers are encouraged to work together to 'cross pollinate' and generate innovative health solutions."

**Grouping gynaecology**

Integrated property-services firm StylesWood has completed a £12 million project at Chatterfield Road Hospital to create a specialist women's healthcare facility. The project involved the complete strip-out and re-building of the hospital's Women's Health Unit (WHU) and Trinity Ward, to bring together its gynaecology services in one high-quality facility.

StylesWood's specialist health-services team employed infection-control partitions and technology to help prevent the spread of dust and odours, in addition to enabling work to be carried out around low clinical services.

The project included the identification and removal of asbestos, as well as the installation of new MSE services. It also involved the transformation of the two units with a modern finish, as well as providing new reception, triage and treatment areas, individual female wards and secondary-entrance rooms.

The WHU has three clinic rooms, a separate area and waiting room for women arriving at the early-pregnancy assessment unit along with other separate areas for outpatient procedures and day-case surgery plus private areas for women.

**Hovering expansion**

WHD Architects has been selected to design a major expansion for the Robert Wood Johnson University Hospital (RWJUH) in New Brunswick, New Jersey – one of the leading academic medical centres in the US.

According to the practice, it was chosen for its direct and comprehensive approach to addressing complex site and structural issues for the hospital's new South Building Overbuild project.

The expansion will consist of three levels of additional bed units, new surgery units, public spaces and a new southern entry to the hospital. Owing to dense urban constraints, the expansion is proposed as an overbuild project, which can pose challenges in terms of how it connects to the overall fabric of the existing campus and surrounding urban setting.

WHD came up with several ways to deal with a host of construction challenges, as well as creating what it calls "historic, healing and patient-centred environments".

The firm's urban approach to the design enhances the herb appeal on the facing street, and conceals the project as a new gateway into the campus.



**Lord of the Rings**

A consortium of BIG + WHR + Arup has made the shortlist for the second phase of the design of the Nri Hospital Nordjylland – a 240,000 acute-care hospital in Hilsede north of Copenhagen.

The team's proposal would preserve the site's existing natural features, while creating an efficient healing hospital.

The result of a merger of three existing facilities, the new hospital will be built on a former hunting ground, characterized by rolling hills, small ponds and rows of the largest forests in Denmark. The design concept consists of eight interlocking rings, which vary in height to provide access to the green, while a flat green roof responds to the natural topography.

BIG, Bjarke Ingels said: "One of our guiding principles has been to further build on the area's historic landscape features and create a smooth transition between inside and outside. The facade is designed with integrative patterns to bring nature right up to the patient's bedroom window. The landscape is always present."

The shortlisting jury commented: "BIG's ideas, together with the large green spaces and green surfaces, mean that we really can talk about a healing interpretation of the concept."

A winner from the shortlist will be announced in March 2014, and the hospital is set to be finished in 2020.

### Cost-effective product promotion...

Design Showcase

1/2 page: £395.00

1/3 page: £250.00