

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.



Published quarterly by
The International Academy
for Design & Health

**Design
& Health**
International Academy for Design and Health

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.



“There are few journals of such quality in the health market, and World Health Design is in a different league. I particularly enjoy the international aspect and being able to see global solutions to general or local problems.”
Pat Young, Design Specialist, National Patient Safety Agency, UK

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.

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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

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January 2012

- Project review Elderly care
- Market report Africa & Australasia
- Show report D&H Africa 2011
- Show preview D&H Australasia '12

Advertising deadline: 20 Dec '11

July 2012

- Project review Children's health
- Market report Europe/Middle East
- Special report World Congress Academy Awards
- Show preview D&H Europe 2012

Advertising deadline: 01 June '12

April 2012

- Project review Mental Health
- Market report Asia and China
- Show reports D&H Australasia '12
- Show preview World Congress '12

Advertising deadline: 01 March '12

October 2012

- Project review Urban health
- Market report The Americas
- Show report D&H Europe 2012
- Show preview D&H Africa 2012

Advertising deadline: 01 Sept '12

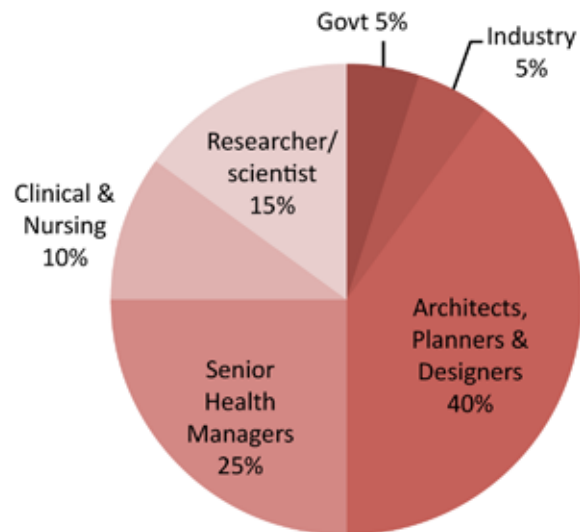


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Circulation

Job type breakdown

World Health Design is read by an inter-disciplinary 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

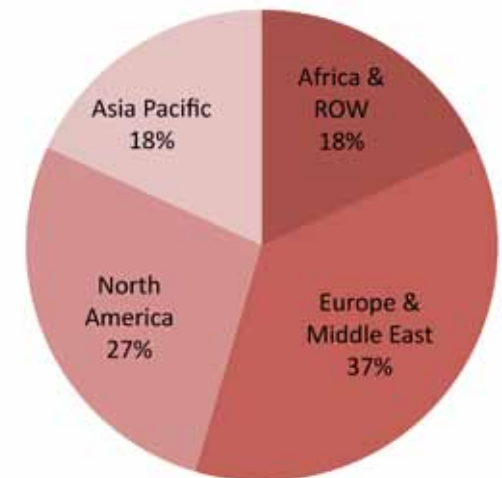


Annual readership: 60-75,000

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

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



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
OBC	3250
IBC	3095

Special positions

Solus	+250
RHP	+200
Ist spread	+235

Advertising features (+)

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

Design Showcase

1/3 page	250
1/2 page	395

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

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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

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Cost-effective product promotion...

Design Showcase

1/2 page: £395.00

1/3 page: £250.00

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