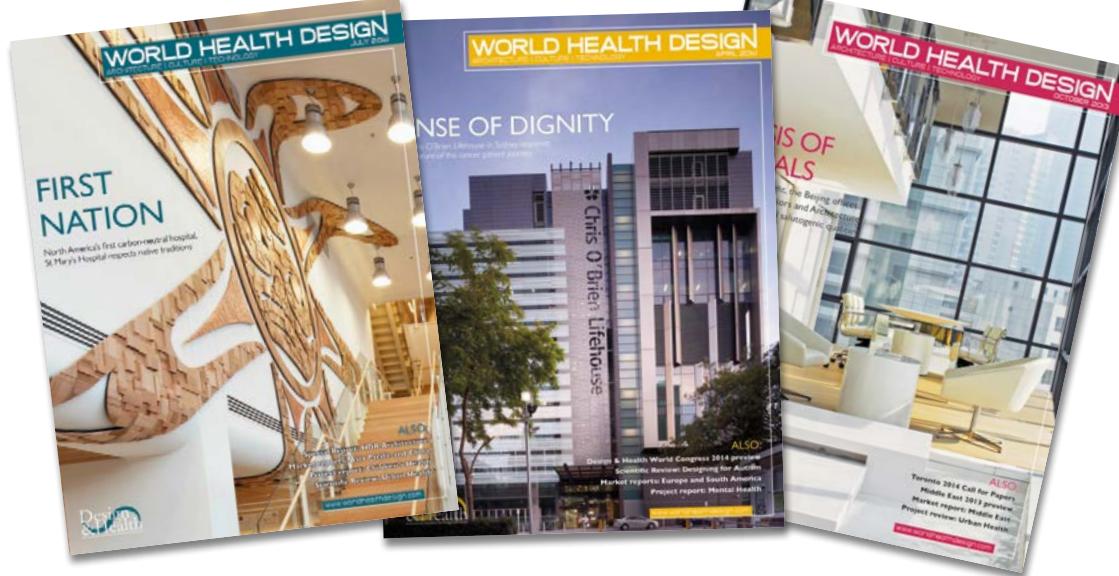


Media Information

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

WORLD HEALTH DESIGN

ARCHITECTURE | CULTURE | TECHNOLOGY



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

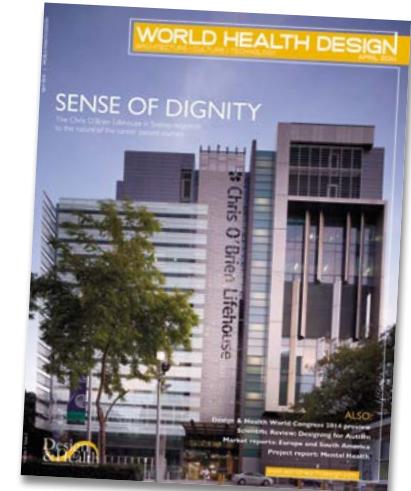
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Dialogue

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.



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.

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.

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.

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

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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



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for Design & Health

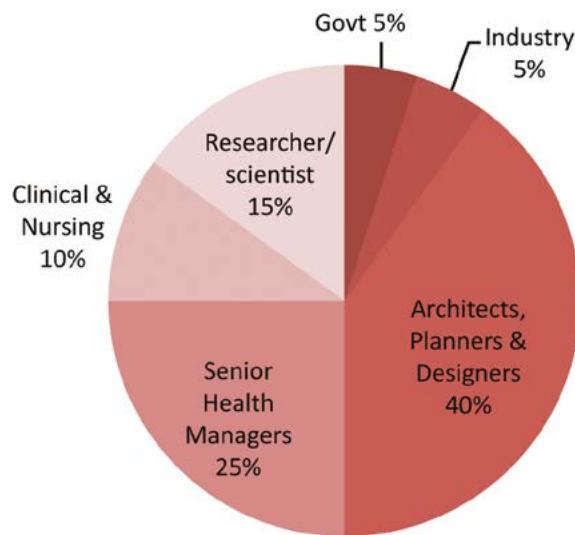
Design
& Health
International Academy for Design and Health

Media Information

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.



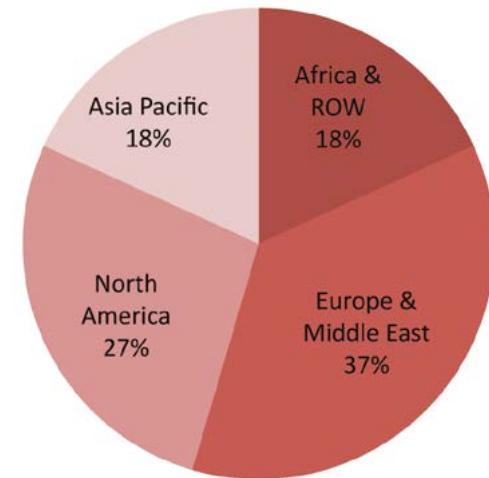
Av. circulation: 5,000 copies

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



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.



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

"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

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

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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

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

Advertising features (+)

	Design Showcase	
Advertisorial DPS	+495	1/3 page
Advertisorial Page	+350	1/2 page
Advertisorial 1/2 page	+250	

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 $\frac{1}{2}$ 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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Design Solutions: Projects

Eastern promise



Plans have been announced for a vast, integrated healthcare hub to be designed by Broadway Malyan and built under Tan Tock Seng Hospital in Singapore. Spearheaded by Tan Tock Seng Hospital, the National Healthcare Group (Nhg) and the National University of Singapore, the new hospital will serve patients in central Singapore. Broadway Malyan's Singapore-based team is delivering the masterplan, and a joint venture between Broadway Malyan and local firm International Consultants leading on project management and engineering services.

Due to be completed in 2020, 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 medical services, including medical, dental and healthcare services along with wider research and education, commercial, leisure and public spaces.

Existing buildings will be replaced by replaced by multi-storey blocks to increase the floor space from 250,000 to 600,000sqm, the number of beds will increase by 25% to 1,200, and 10 buildings will be physically connected.

Plug-in potential



In July, representatives from Graham Smith and Partners attended a ceremony in China to mark the Shanghai New Hospital's completion and its opening to the public. Aiming to advance healthcare delivery internationally, the five hospitals and additional specialist clinics planned on the model will be built in China and the US in new centralised facility, which is set to be completed in 2015.

Graham Smith and Partners' principal Kevin Kim AIA, who spoke at the ceremony, said: "The new hospital will support 'well reduce costs for individual hospitals and provide access to cutting-edge technology that those hospitals might not have access to in their current facilities.'

Alongside traditional support services such as food, laundry and IT, the Shared Facility will house diagnostic imaging suites, a medical library, a lecture hall, a medical library, retail and storage. It will also act as the public centerpiece of the complex, with amenities including food services, retail, a medical library, a lecture hall, a medical library, retail and storage.

To separate the movements of materials, patients and the public, designers layered circulation patterns vertically with a mix of stairs, lifts and escalators. This will allow for multi-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 21-storey tower is believed to be the world's largest facility devoted to children's health research. HDR provided laboratory planning and design services for the tower, which includes 100,000sqft of research space, interior space and indeed, the tower itself were designed by Diamond Schmitt Architects.

The tower covers 16 floors of laboratory space – and an estimated three-miles-plus of handstop – with the top three floors reserved for administration, teaching and learning. The tower was designed to enhance collaboration and is divided into six research neighbourhoods connected through stairs and shared spaces.

"The tower's research neighbourhoods are often separated into silos, where they each independently conduct research," explained Clare Swanion, 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



Integrating property-service firm StyleWood has completed a £1.2 million project at Chesterfield Royal Hospital to create a specialist women's healthcare unit. The new unit, known as the Chesterfield Royal Hospital's Women's Health Unit (WRU) and Trinity Ward, will bring together its gynaecology services in one high-quality facility.

StyleWood's design team has employed infection-control partitions and technology to help prevent the spread of dust and debris, in addition to enabling work to be carried out around live clinical services.

The project involved the transformation of the WRU, as well as the installation of new M&E services. It also involved the transformation of the two units with a modern finish, as well as providing new reception, triage and treatment areas, as well as a new waiting room.

The WRU 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 changing.

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, due to open in 2014. The expansion will cost \$1.15 billion.

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

The expansion will contain a new addition and a new southern entry to arts, public spaces and a new southern entry to the arts. Owing to dense urban constraints, the expansion is proposed as an overbuild project, which will be built on top of the existing hospital and connects to the overall fabric of the existing campus and surrounding urban setting.

WHD has proposed two ways to deal with a host of construction challenges, as well as creating what it calls "holistic, healing and patient-centered environments". The design will feature a "green roof" with a balance of herb appeal on the facing street, and conceives the project as a new gateway into the campus.

Lord of the Rings



A consortium of B&G + WHD + Arup has made the shortlist for the second phase of the design of the Nyg Hospital Nordjylland – a 120-bed hospital in Denmark's North Jutland region. The team's proposal would preserve the site's existing natural features, while creating an efficient healing hospital. The new hospital will be built on a former hunting ground, characterised by rolling hills, small ponds and one of the largest forests in Denmark. The design will feature a "green roof" with a balance of herb appeal on the facing street, and conceives the project as a new gateway into the campus.

The shortlisting jury commented: "B&G's idea, together with the large number of other entries, is excellent and 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

$\frac{1}{2}$ page: £395.00

$\frac{1}{3}$ page: £250.00