

ID Inclusive Design

everybody; every building



Photo: Courtesy of Tourism NI

Media Kit 2026
www.inclusive-design.co.uk

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Image © Freedom by Symphory

Welcome to Inclusive Design Magazine!

Inclusive Design Magazine is dedicated to making the built environment more accessible, from building design to the furniture, fixtures, fittings, and finishing touches.



Who are we?

Inclusive Design Magazine is a print, digital, and online resource for all involved in the design, construction, and maintenance of homes, workplaces, schools & colleges, care & health facilities, and retail & leisure facilities, to not only assist in their compliance with accessibility legislation but to go beyond in creating truly desirable design.

This informative and entertaining title is a must for anyone working to make homes, businesses and leisure facilities more accessible – every aspect from bathrooms to kitchens, outdoor landscaping to security, and heating to lighting, featuring design case studies and the latest products to meet your brief.

Whether you are a designing a hotel, adapting an apartment, refurbishing a school, or building a prestigious head office, Inclusive Design Magazine is the go-to destination for both information and inspiration.

If you're looking for wheelchair accessible or height-adjustable kitchen units, heating controls for a visually impaired client, flooring suitable for someone living with dementia, or adapting a premises to make them more accessible for any specific need, you've come to the right place.

Image © McAwoy



News & Editorial: juliet@inclusive-design.co.uk t: 07906 441 889
Advertising & Sponsorship: sales@inclusive-design.co.uk t: 01630 801 004

Inclusive Design is published
 by Blue Beetle Media Ltd.
www.inclusive-design.co.uk



Image © Innova Care Concepts Ltd

Why Inclusive Design?

Why Inclusive Design Magazine?

There are an estimated 16 million people* living with a disability in the UK. For such a sizeable sector it's astonishing how little coverage this gets in many other construction and architectural magazines. With this limited exposure of the many great ideas, products and services available for this essential – and growing – sector we lead the way as a specialist title!

We print 1,000 copies of each issue of Inclusive Design, plus send over 40,000 digital copies to companies and individuals working within the built environment, accessibility and related industries. Subscribers can choose to have copies delivered in either or both formats.



Image © AKW Medi-Care Ltd

Frequency

The print and digital editions of Inclusive Design Magazine are produced quarterly. Our eNewsletters are sent out monthly.

	Construction Companies 20k		Architects 10k		Care Homes 5k
	Property Managers 2k		Interior Designers 5k		Property Developers 4k

Who reads us?

Inclusive Design Magazine is distributed to architects, architectural technicians, property developers, specifiers, occupational therapists, interior designers, builders, estates managers, facilities managers, care home owners and managers, property services managers, building control officers, construction managers, and social housing managers.

*<https://www.scope.org.uk/media/disability-facts-figures>



Image © Foundations



What's in each issue?

We're not simply full of product promotions! Every issue includes independent editorial comprising case studies, round-table forums discussing the issues of the day, business and legal updates, profiles, open-mic opinions of those working in this sector, and lived-experience record of the people who are the most affected by good and bad design of the built environment.



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Features and Events

As well as our regular editorial, each issue covers a variety of sectors and their relevant products and services. These sectors will include:

- Commercial Developments: Workplaces & Business
- Healthcare: Hospitals, Care Homes & Sheltered Housing
- Leisure, Entertainment & Hospitality [Pubs, Restaurants, Hotels, Sports Centres, Theatres, Shops]
- Homes: Social Housing & Private Residences
- Education [Schools, Colleges, Student Accommodation]
- Landscaping & External Environments
- Integrated Assistive Technology; Automated Access & Home Management Systems
- Wayfinding; Braille Signage; Hearing Loops
- Lifts; Ramps; Stair Lifts; Ceiling Hoists
- Floor/Wall/Ceiling Coverings; Acoustic Insulation
- Lighting; Heating (Underfloor, LTS radiators)
- Garden Furniture & Play Equipment, Exterior Pathway Surfaces

...and will look at a variety of products and services involved in meeting your brief:

- Kitchens
- Toilets/Bathrooms; Assisted Bathing
- Fire/Smoke/CO Alarms; Evacuation Systems; Sprinklers/Extinguishers; CCTV Systems, Door Access (CCTV/Remote); Communication Systems; Intruder Alarms

Conferences & Trade Shows:

Throughout the year we will also be highlighting a variety of Conferences & Trade Shows including OTAC, Foundations, UK Construction Week, the Care Show, Education Estates, The Occupational Therapy Show, Naidex, and the Facilities Show.



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Advertising rates

Print Special Positions

We'll work with you to create the coverage that you want for your brand, producing a bespoke package across print and/or digital to your specifications!

FEATURE COVER

Includes cover image and one coverline, two pages of editorial, and one full page advert; also online story/ies for 12 months.

£POA

PAGE-RATE ADVERTISING

(discount given for multi-issue bookings)

Full Page	£995
DPS	£1750
Inside front/back cover	£1150
Outside back cover	£1300

Other opportunities

Yearbook 2027 – The Inclusive Design Magazine 2027 Yearbook, an essential reference guide that will be incorporating a who's who in our industry, the upcoming year's trade shows and conferences, a product directory, and a project gallery.

10% discount for agencies and registered charities.



Digital Options

Online Advertising Digital

Online editorial/video/PR (includes sharing to our LinkedIn, Twitter/X and Facebook)

Top Banner

Side Square/Skyscraper

Social Media Package (one post on Twitter/X, Instagram and LinkedIn)

Solus e-shot (your content sent to our database, choice of sector)

eNewsletter (Sent out to entire database – max six contributors in stories section per eNewsletter, plus upper and lower sponsored banners)

Story (synopsis plus link to story on our website or yours)

Upper Banner

Lower Banner

Social Media Packages (talk to us about your requirements – we have a range of digital opportunities to help support your marketing and branding initiatives)



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Technical specifications

PRINT SPECIFICATION

(All sizes in millimetres; and width x height) **Finished size:** 210mm x 280mm (PA4)

COVER
IMAGE

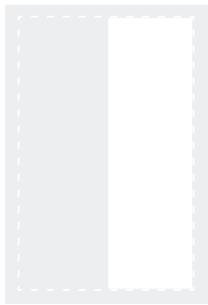
Will be supplied
when booked

DOUBLE PAGE SPREAD

Trim Size
420 x 280mm
Bleed Size
426 x 286mm
Type Area
400 x 260mm

FULL PAGE

Trim Size
210 x 280mm
Bleed Size
216 x 286mm
Type Area
190 x 260mm



1/2 VERTICAL
Type area
92 x 260mm
Bleed Size
108 x 286mm



1/2 HORIZONTAL
Type area
190 x 127mm
Bleed Size
216 x 146 mm

IMPORTANT: For bleed executions please keep all critical matter such as logos, urls, copyright info, contact details at least 6mm from the trim edge.

FILE SPECIFICATION

Artwork should be supplied as print ready PDF (our preferred format – InDesign setting available) or TIFF, JPG or EPS. Full page or DPS ads should have 3mm bleed to all sides and crop marks included in the file. DPS ads should be supplied as 2 separate pages. Files must be in CMYK colour mode and images at a minimum resolution of 240dpi. All fonts **must** be embedded or outlined.



Multi-media campaigns Please call to discuss digital, multi-media and content marketing campaigns that can include online options, digital newsletters, social posts either as digital only campaigns or combined with our print editions too.



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