

Your Guide for Funeral Industry Business Strategies

FUNERAL *Business Solutions*

2023 CONTRIBUTOR GUIDELINES



OUR FBS AUDIENCE

Our industry-leading circulation means your editorial contribution will be seen by the largest audience of any publication in the funeral industry today.

4,321

DIGITAL EMAIL AUDIENCE

17,324

PRINT AUDIENCE

Funeral Business Solutions Magazine reaches nearly 100% of the independent funeral homes in the industry, as well as the primary locations of the largest corporately owned facilities. In addition, we deliver to those funeral homes that own or operate a crematory.

Our readers are the key decision makers – owners, managers, funeral directors and cremationists – who approve spending and strategic planning for their business. No other funeral industry publication has the support, following and partnerships like *Funeral Business Solutions*.

We deliver the most relevant content, both electronically and through print. We focus on the most strategic ideas, and the most innovative products and services the industry has to offer. We command authority by bringing our readers the business practices and actionable solutions that matter the most, and allowing our contributors and advertisers access to this ever changing audience.

WHY WRITE FOR FBS?

VOICE: We have a respected and knowledgeable editorial team readers rely on for information.

FREQUENCY: We reach our readers in print at least 6 times a year.

INFLUENCE: We impact purchasing decisions of buyers who decide which products and services are provided.

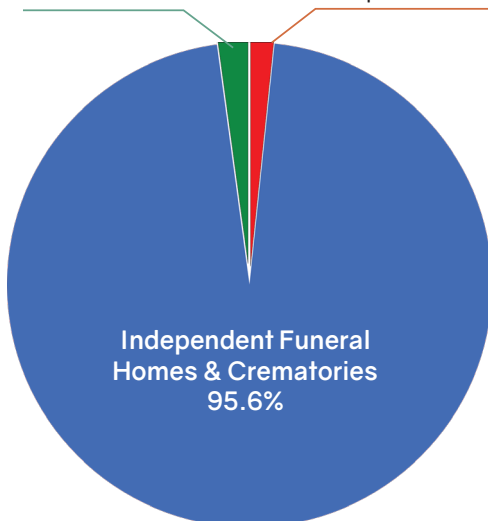
REACH: We maintain the most current print and digital list of independent funeral homes and crematories.

NO BARRIERS: Our publication is printed and delivered **FREE** to more than 17,000 industry professionals and decision makers.

TRUST: We're a trusted funeral industry partner, connecting suppliers to retailers.

Funeral Business Solutions CIRCULATION

Vendors 2.6% Corporate & Other 1.8%





EDITORIAL GUIDELINES

FBS readers are looking for concise “how-to” and informational articles to help them make important choices in their business. To help you create the best editorials to reach these busy funeral professionals, please consider the following guidelines:

KEEP IT SIMPLE: The best strategy for any editorial for FBS is a single topic related to the business of funerals and cremation. Avoid fancy words or jargon that might not be known to the audience.

BE CONCISE: Our readers often consume FBS over multiple sessions that fit around their busy schedules. They appreciate concise articles that address the topic head-on and use word count economically to convey the necessary information.

RESPECT THE WORD COUNT: Typical articles in FBS are between 600 and 2,000 words long.

BE THE EXPERT: The best topic for your article is something you know extremely well. If you work for or own a crematory manufacturer, articles about the trends in cremation or the emerging technologies are great options.

DON'T SELL: Editorials are different than press releases. FBS does not accept editorials that are thinly-veiled attempts to sell a particular product or service.

USE A NORMAL VOICE: Don't attempt to write some erudite or high-brow article for a fancy trade journal. FBS is a magazine written for busy professionals who would rather dispense with formality and learn something practical.

BRING THE FACTS: If you claim specific data or details, make sure you can back up your claims with proof. Any references to specific sources will need to be mentioned in your editorial.

TAKE CREDIT: Don't forget to share your contact information and a short bio so we can credit you as a contributor and share that information with our audience. Some readers may wish to reach out and ask further questions.



2023 EDITORIAL CALENDAR

March | April 2023

- Cremation & Green Burial
- Ad Closing: February 27, 2023
Materials Due: March 6, 2023

BONUS DISTRIBUTION

ICCFA ANNUAL CONVENTION PREVIEW
KANSAS CITY CONVENTION CENTER
May 16 - May 19, 2023 | Kansas City, MO

May | June 2023

- Memorialization & Personalization
- Ad Closing: April 16, 2023
Materials Due: April 23, 2023

July | August 2023

- Preneed & Aftercare
- Ad Closing: June 18, 2023
Materials Due: June 25, 2023

September | October 2023

- Financing, Investing, & Lending
- Ad Closing: July 28, 2023
Materials Due: August 4, 2023

BONUS DISTRIBUTION

NFDA ANNUAL CONVENTION PREVIEW
LAS VEGAS CONVENTION CENTER
September 10- September 13 | Las Vegas, NV

November | December 2023

- Social Media & Website Optimization
- Ad Closing: October 15, 2023
Materials Due: October 22, 2023

EDITORIAL IDEAS

Consult the editorial calendar for overall themes in each issue, but don't be constrained to just the topics listed. While each issue has an overall theme, we strive to offer a variety of topics. Unsure about a specific idea? Contact our team by email to pitch your idea.

BONUS Distribution is included where Funeral Business Solutions magazine is distributed at numerous association events. Participation subject to change.

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