

Your Guide for Funeral Industry Business Strategies

FUNERAL *Business Solutions*

2023 MEDIA KIT & EDITORIAL GUIDELINES

THE IMPORTANCE OF PRINT ADVERTISING IN 2023

Neuroscience has now proven that print ads make a better impression than digital ones. Numerous studies have indicated that on a brain-chemistry level, people process print content with greater engagement and focus, not to mention a deeper emotional response, than they do content viewed on a screen.

While digital content is scanned quickly, paper-based reading is slower and more deliberate, leading to greater rates of comprehension and recall. For advertisers, this means that traditional print media ads are more likely to make a lasting impression and, thus, lead to more sales.

PRINT VS. DIGITAL ADVERTISING

RESPECTABILITY

Perhaps the fact that print has been around so long gives it prestige. Thanks to its rich history, ads that appear in print tend to be taken much more seriously.

TRUST

Most consumers understand the Internet is rife with fake advertising at best, and grossly misleading marketing campaigns at worst. Because of the dubious reputation of online ads, print advertisements remain the most trusted source of marketing information. According to an October 2016 survey by MarketingSherpa, 82% of U.S. internet users trust print ads when making a purchase decision, more than any other medium.

CLEARLY DEFINED TARGET AUDIENCES

Healthy ROIs require the ability to target readers effectively. Print ads allow positioning in the most relevant editorial sections of publications. Conversely, when buying ads from digital networks, you can never be quite sure your message will reach the right audience at the right time.

HIGH ENGAGEMENT RATES

Consumers rarely give digital content their full attention, rather choosing to multitask while viewing digital content. Print content, on the other hand, allows people to really focus and engage. And, when it comes to getting your message across, you can't beat full engagement.

HIGHER CONVERSION RATES

A Penn State study confirmed that nearly 80% of consumers act on direct printed mail advertisements compared to 45% of consumers that act on electronic advertisements, indicating that print ads have much more influence on buying decisions than electronic advertisements.

PRINT BOLSTERS ELECTRONIC ADVERTISING

According to the National Retail Federation, shoppers are most likely to start an online search after viewing a magazine ad. Savvy advertisers know that implementing both digital and print advertising campaigns produces higher customer conversion rates.



PRINT AD TIPS

Now that you understand just how effective print advertising can be, here are some tips to make your ads as effective as possible:

KEEP IT SIMPLE

Simple layouts work best. Busy or cluttered ads turn readers off. But simple layouts allow your messaging (your concise messaging) to be read easily. Forgo large blocks of copy for smaller ones and consider using bullet points to clearly define benefits. Beyond this, sans-serif fonts have been shown to be the easiest to read.

MIND YOUR FLOW

The human eye naturally wants to start at the top left of a page or ad and move down toward the bottom right. You can help this visual journey by laying out text along the eye's natural 'route' across the page.

HIGHLIGHT THE BENEFITS

Too many marketers make the mistake of pointing out features in their ad instead of benefits. Here's an example: While your website can list product or service features, your ad should only focus on the biggest benefits to your prospective customers.

PRINT AUDIENCE

Reach decisions makers with your targeted marketing message by advertising in the #1 Guide for Funeral Industry Business Strategies.

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 sponsors and advertisers access to this ever-changing audience.

WHY ADVERTISE IN 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.

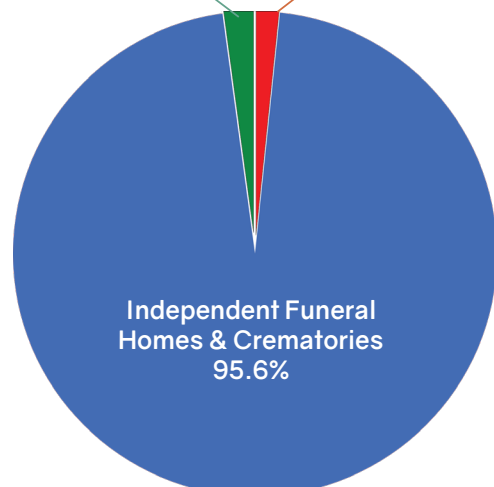
TRUST: We're a trusted funeral industry partner, connecting suppliers to retailers.



Funeral Business Solutions CIRCULATION

Vendors 2.6%

Corporate & Other 1.8%





FBS DIGITAL AUDIENCE

Funeral Business Solutions' website is a definitive source for industry news. For those who prefer to read FBS magazine digitally, FBS magazine will be available online. In addition, we will archive each issue of FBS for those who want to read past issues. *Funeral Business Solutions'* staff delivers business news five days a week. Our timely reporting brings new visitors to our site. And that unique, in-depth coverage keeps visitors coming back.

180,000*

ANNUAL IMPRESSIONS

15,000*

IMPRESSIONS PER MONTH

500*

IMPRESSIONS PER DAY

*Projected, based upon historic traffic from similar publications



FEATURED TRADE SHOW ISSUES

In today's funeral business, success takes knowledge. The industry trade shows are a great way to gain that knowledge while interacting with colleagues, to share ideas and discuss challenges. If you plan to exhibit at one of the 2 major industry shows, FBA is a great way to enhance your marketing, to not only those attendees at the show, but those who do not attend the show. Our Must See's are a must have for any business that attends the show.



NFDA 2023 JULY/AUGUST

*BONUS DISTRIBUTION AT THE SHOW

**SPECIALTY VEHICLES

LAS VEGAS CONVENTION CENTER

SEPTEMBER 10-13, 2023 | LAS VEGAS, NEVADA



ICCFA 2024 MARCH/APRIL

*BONUS DISTRIBUTION AT THE SHOW

**EDITORIAL: MEMORIALIZATION/PERSONALIZATION

MUST SEE COMPANIES = \$299 PER ISSUE | MUST SEE PRODUCTS = \$249 PER ISSUE

FUNERAL SERVICE PRODUCT GUIDE

PUBLISHING 2024



FULL PAGE = \$1200 PER ISSUE | HALF PAGE = \$800 PER ISSUE | QUARTER PAGE = \$500 PER ISSUE

2023

ADVERTISING RATES AND SPECIFICATIONS

| STANDARD POSITIONS | 1X | 2X | 3X |
|--------------------|---------|---------|---------|
| 2 Page Spread | \$4,895 | \$4,775 | \$4,655 |
| Full Page | \$2,695 | \$2,575 | \$2,455 |
| 1/2 Page | \$1,895 | \$1,775 | \$1,655 |
| 1/3 Page | \$1,395 | \$1,275 | \$1,155 |
| 1/4 Page | \$1,195 | \$1,075 | \$955 |

| PREMIUM POSITIONS | 1X | 2X | 3X |
|------------------------|----------|---------|---------|
| Cover 1 (Front Cover) | \$12,995 | N/A | N/A |
| Inside Front Cover | \$3,595 | \$3,475 | \$3,355 |
| Inside Back Cover | \$3,495 | \$3,375 | \$3,255 |
| Outside Back Cover | \$4,095 | \$3,975 | \$3,855 |
| Inside Front Cover (R) | \$3,495 | \$3,375 | \$3,255 |

TERMS: Terms and policies are spelled out in the Funeral Business Solutions standard insertion order, which must be signed prior to placement of advertising. **Design Services:** Our design team can prepare your ad for a nominal charge. Fees are dependent on the size and complexity of the project and allow for three revisions. **Additional Opportunities:** Expand your reach using polybags, inserts, bind-ins and tip-ins. Reprints also available upon request.

ADVERTISING SIZES

| | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|
| <p>TWO PAGE SPREAD (DOUBLE TRUCK)</p> <p>With Bleed: 17.00 Wide x 11.125 Tall</p> <p>Without Bleed: 16.75 Wide x 10.875 Tall</p> | | <p>FULL PAGE</p> <p>With Bleed: 8.625 Wide x 11.125 Tall</p> <p>Without Bleed: 8.375 Wide x 10.875 Tall</p> | <p>1/2 PAGE HORIZONTAL</p> <p>7.375 Wide x 4.875 Tall</p> |
| <p>1/2 PAGE VERTICAL</p> <p>3.6875 Wide x 9.75 Tall</p> | <p>1/3 PAGE SQUARE</p> <p>4.875 Wide x 4.875 Tall</p> <p>1/3 PAGE HORIZONTAL</p> <p>7.375 Wide x 3.25 Tall</p> | <p>1/4 PAGE VERTICAL</p> <p>3.6875 Wide x 4.875 Tall</p> | <p>1/4 PAGE HORIZONTAL</p> <p>7.375 Wide x 2.437 Tall</p> |

GENERAL ADVERTISING SPECIFICATIONS: Advertisers are strongly encouraged to submit advertising materials in a digital format according to the following guidelines. **PDF & PDF/X1-a Files:** This is the preferred method for submitting ad files, provided they are press-optimized, high-res, CMYK, and have the fonts embedded. Please note that most PDF files lack the ability to be edited or altered. **Other Accepted File Formats:** JPG, TIFF, Adobe Photoshop®, Adobe InDesign®. **Photos:** Must be hi-res (300 dpi or greater), actual size. **Page Size:** Trim: 8.375" x 10.875". Image area: 7.875 x 10.375. Bleeds must extend at least 1/8 of an inch outside of the trim size for the ad. Copy for bleeds should not exceed the image area. **Borders:** We strongly advise that advertisers add their own borders when necessary. Ads submitted without borders that are less than a full page in dimension may have borders added at the production manager's discretion if the ad is created with a white background or low color opacity. This is to ensure separation between editorial and advertising content. **Proofing:** Color proofs should be submitted with digital files, and they should be printed at 100%. In absence of paper proofs, Funeral Business Solutions is not responsible for color reproduction and cannot be responsible for returning proofs.

2023 EDITORIAL CALENDAR

EDITORIAL OPPORTUNITIES

Support your advertising efforts by educating, inspiring and providing solutions to our readers. This opportunity to position yourself as an industry expert can assist you in gaining awareness, building trust and obtaining loyalty from your potential customers. Help us, help them grow their businesses!

July | August 2023

- Preneed & Aftercare
- NFDA Preview

Ad Closing: July 15, 2023

Materials Due: July 21, 2023

BONUS DISTRIBUTION

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

September | October 2023

- Financing, Investing, & Lending
- 2023 NFDA Convention Wrap-Up

Ad Closing: September 20, 2023

Materials Due: September 26, 2023

November | December 2023

- Social Media & Website Optimization

Ad Closing: November 14, 2023

Materials Due: November 21, 2023

LOCK IN 2023 RATES!

Order 2024 ads by December 20th
and lock in this year's rates!

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

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WRITE FOR FBS MAGAZINE!

Share your knowledge and skills with funeral home professionals across North America by writing editorial content for Funeral Business Solutions Magazine. We acknowledge all contributors with bio and contact information in the issue in which their article appears.

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.

