

Your Guide for Funeral Industry Business Strategies

FUNERAL *Business Solutions*

2023 MEDIA KIT



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.

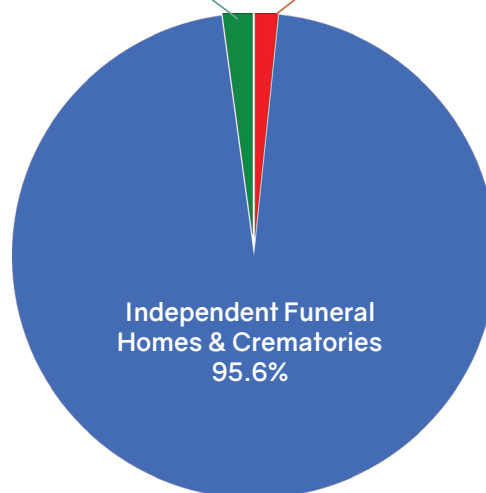
REACH: We maintain the most current print and digital list of independent funeral homes and crematories.

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



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.



KANSAS CITY CONVENTION CENTER
MAY 16-19, 2023 | KANSAS CITY, MISSOURI



LAS VEGAS CONVENTION CENTER
SEPTEMBER 10-13, 2023 | LAS VEGAS, NEVADA

FUNERAL SERVICE PRODUCT GUIDE

2 Issues Per Year



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

2023

ADVERTISING RATES AND SPECIFICATIONS

STANDARD POSITIONS	1X	3X	5X
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	3X	5X
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

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 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!

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

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