

Your Guide for Funeral Industry Business Strategies

FUNERAL *Business Solutions*



2024 MEDIA KIT





PRINT AUDIENCE

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

7,402

DIGITAL EMAIL AUDIENCE

18,114

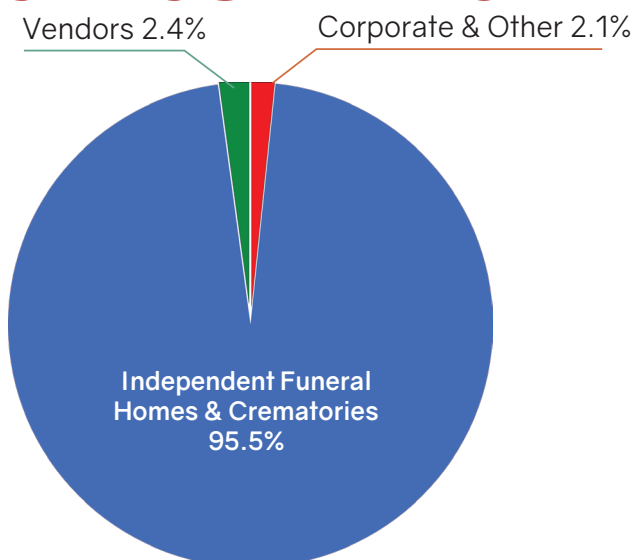
PRINT AUDIENCE

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.

Funeral Business Solutions CIRCULATION



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.

WHY CHOOSE FBS MAGAZINE? BY THE NUMBERS...

18,000⁺

The number of industry professionals who receive our magazine across the United States. The largest distribution of any glossy print magazine in the funeral industry.

95%

The percentage of our readers who are either funeral business owners or managers. Funeral Business Solutions reaches the people in funeral establishments who make buying decisions.

\$0

The cost the audience pays. Our readers do not have to be members of a trade organization, attend trade shows, or pay for a subscription to get Funeral Business Solutions Magazine delivered to their door.

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Our issues per year. We believe a bi-monthly publication is ideally suited to bring readers the news and innovations evolving in a traditional industry with well-established practices. As more than one reader has told us, "2 months between issues means I might finish reading the last one in time for the next issue!"

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The years of experience our publisher, Tim Totten, has as an advertiser with his legacy company, Final Embrace. His experience with print, digital, and trade show marketing guides the choices of what we include - and, more importantly, *leave out* - of the magazine.

1/2

The amount you'll save compared to 12-issue publications. Our comparable per-issue rates and lower frequency makes it reasonable to add FBS to your marketing plan. Reach those firms who can't get away to attend trade shows, don't pay for subscriptions, and aren't members of national trade organizations.

2024

ADVERTISING RATES AND SPECIFICATIONS

STANDARD POSITIONS	1X	3X	6X
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	6X
Cover 1 (Front Cover)	\$9,995	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 (Right)	\$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

TWO PAGE SPREAD (DOUBLE TRUCK)

With Bleed:
17.00 Wide x 11.125 Tall

Without Bleed:
16.75 Wide x 10.875 Tall

FULL PAGE

With Bleed:
8.625 Wide x 11.125 Tall

Without Bleed:
8.375 Wide x 10.875 Tall

1/2 PAGE HORIZONTAL

7.375 Wide x 4.875 Tall

1/2 PAGE VERTICAL

3.6875 Wide
x
9.75 Tall

1/3 PAGE SQUARE

4.875 Wide
x
4.875 Tall

1/3 PAGE HORIZONTAL

7.375 Wide x 3.25 Tall

1/4 PAGE VERTICAL

3.6875 Wide x 4.875 Tall

1/4 PAGE HORIZONTAL

7.375 Wide x 2.437 Tall

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.

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, FBS 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.



ICCFA
MARCH/APRIL
***BONUS DISTRIBUTION AT THE SHOW**
 TAMPA CONVENTION CENTER
 APRIL 10-13, 2024 | TAMPA, FLORIDA



NFDA
SEPTEMBER/OCTOBER
***BONUS DISTRIBUTION AT THE SHOW**
 NEW ORLEANS CONVENTION CENTER
 OCTOBER 20-23, 2024 | NEW ORLEANS, LOUISIANA

MUST SEE COMPANIES = \$349 PER ISSUE | MUST SEE PRODUCTS = \$299 PER ISSUE

COMPANY SPOTLIGHT 2-PG SPREAD

Available to our full-page advertisers, the company spotlight features your full-page ad next to a full-page interview about your company's products, services, and history. Think of it like that conversation you have in person at conventions or sales meetings with a potential new client. Use the company spotlight up to once per calendar year to give readers a better idea of who you are and what services or products you provide.



AVAILABLE ONCE PER CALENDAR YEAR TO FULL-PAGE ADVERTISERS - SUBJECT TO AVAILABILITY

RECOGNIZE YOUR BEST CLIENTS

In each of our 6 issues per year, we publish a FUNERAL HOME SUCCESS STORY about a firm somewhere in the United States. Most of these are recommended to us by our advertisers.

There is no cost to recommend a firm to be recognized. The program is a great way for you to reward your best clients with nationwide recognition of their hard work and accomplishments.



JULY/AUGUST 2023 ISSUE

CHANDLER FUNERAL HOME
CALDWELL, OHIO

SEPTEMBER/OCTOBER 2023 ISSUE

GORDON MORTUARY
BLACKSBURG & GAFFNEY, SOUTH CAROLINA



NOMINATE YOUR INDUSTRY PEERS

We value our advertisers' opinions when it comes to who deserves to be recognized for their contributions to the industry. We would love to hear your nominations for those in the industry who should be featured in our Industry Spotlight each issue. There is no cost associated with this nomination. We simply ask that you do not nominate yourself and that the person you nominate has experience in the industry to share their ideas and knowledge with our readers. Nomination does not guarantee that the individual will be chosen.

INDUSTRY SPOTLIGHT

Chris J. Boots of Funeral Professionals Insurance

What is the most challenging aspect of your career?

Chris J. Boots, CEO of Funeral Professionals Insurance, discusses the challenges of managing a large insurance company and the importance of customer service.

What is your favorite thing about your job?

Chris J. Boots shares his passion for helping funeral homes and their families through insurance and risk management.

What is your goal for the future?

Chris J. Boots outlines his vision for the future of Funeral Professionals Insurance and the industry.

INDUSTRY SPOTLIGHT:

Randy Koufal of RK Productions

How did you get started with your company?

Randy Koufal shares his journey from a small business to a successful production company, highlighting the challenges and rewards.

What is the biggest challenge you face in your industry?

Randy Koufal discusses the unique challenges of the funeral home industry and how RK Productions helps overcome them.

What is your favorite thing about your job?

Randy Koufal shares his passion for creating meaningful content and supporting funeral homes.

What is your goal for the future?

Randy Koufal outlines his vision for the future of RK Productions and the industry.

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WHILE WE ACCEPT NOMINATIONS FROM ANYONE, SPECIAL CONSIDERATION GIVEN TO ADVERTISERS

2024 EDITORIAL CALENDAR

January | February 2024

Ad Closing: December 23, 2023

Materials Due: January 3, 2024

March | April 2024

• ICCFA Preview

Ad Closing: February 24, 2024

Materials Due: March 1, 2024

BONUS DISTRIBUTION

ICCFA ANNUAL CONVENTION
TAMPA CONVENTION CENTER
April 10 - 13 | Tampa, Florida

May | June 2024

• 2024 ICCFA Convention Wrap-Up

Ad Closing: April 24, 2024

Materials Due: May 1, 2024

July | August 2024

Ad Closing: June 24, 2024

Materials Due: July 1, 2024

September | October 2024

• NFDA Preview

Ad Closing: August 25, 2024

Materials Due: September 3, 2024

BONUS DISTRIBUTION

NFDA ANNUAL CONVENTION
NEW ORLEANS CONVENTION CENTER
October 20 - 23 | New Orleans, Louisiana

November | December 2024

• 2024 NFDA Convention Wrap-Up

Ad Closing: November 1, 2024

Materials Due: November 7, 2024

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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