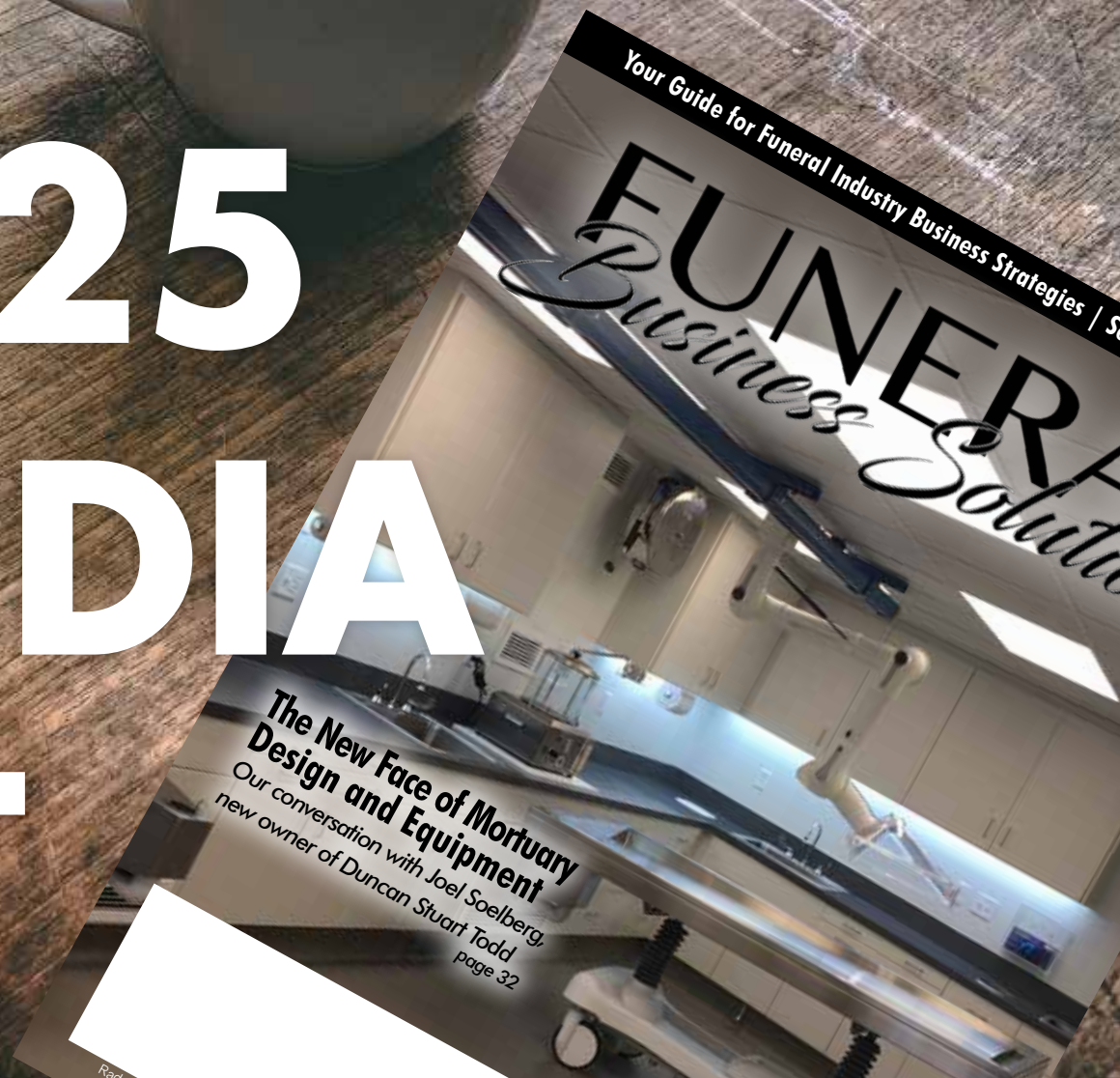


Your Guide for Funeral Industry Business Strategies

FUNERAL *Business Solutions*



2025 MEDIA KIT





PRINT AUDIENCE

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

7,203

DIGITAL EMAIL AUDIENCE

18,105

PRINT AUDIENCE

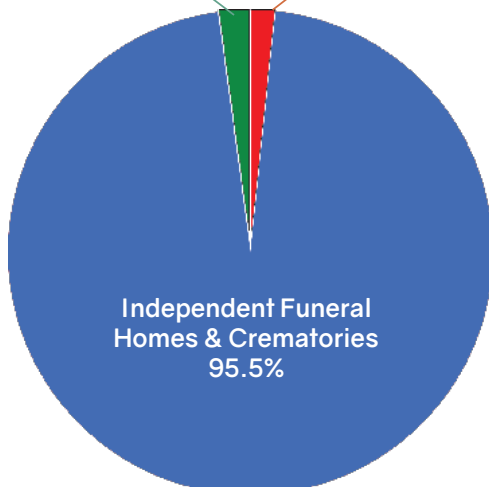
Funeral Business Solutions Magazine reaches nearly 100% of the independent funeral homes in the industry, as well as the primary locations of the largest corporately owned facilities. In addition, we deliver to those funeral homes that own or operate a crematory.

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

Vendors 2.4% Corporate & Other 2.1%



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.

6

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!"

22

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.

2025

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

| | | | |
|---|--|--|--|
| <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.

FEATURED TRADE SHOW ISSUES

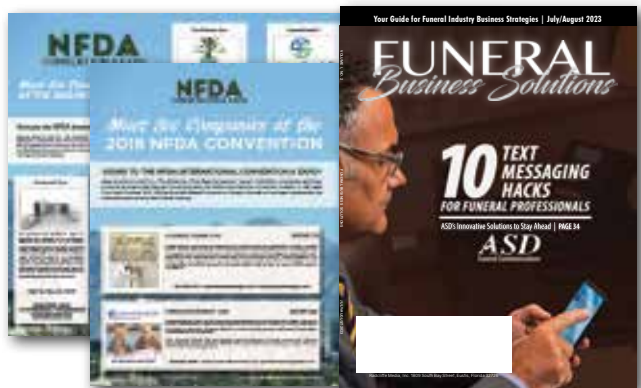
In today's funeral business, success takes knowledge. The industry trade shows are a great way to gain that knowledge while interacting with colleagues, to share ideas and discuss challenges. If you plan to exhibit at one of the 2 major industry shows, FBS is a great way to enhance your marketing, to 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

MANDALAY BAY CONVENTION CENTER
APRIL 30 - MAY 3, 2025 | LAS VEGAS, NEVADA



NFDA SEPTEMBER/OCTOBER

*BONUS DISTRIBUTION AT THE SHOW

MCCORMICK PLACE CONVENTION CENTER
OCTOBER 26-30, 2025 | CHICAGO, ILLINOIS

MUST SEE COMPANIES = \$449 PER ISSUE | MUST SEE PRODUCTS = \$399 PER ISSUE

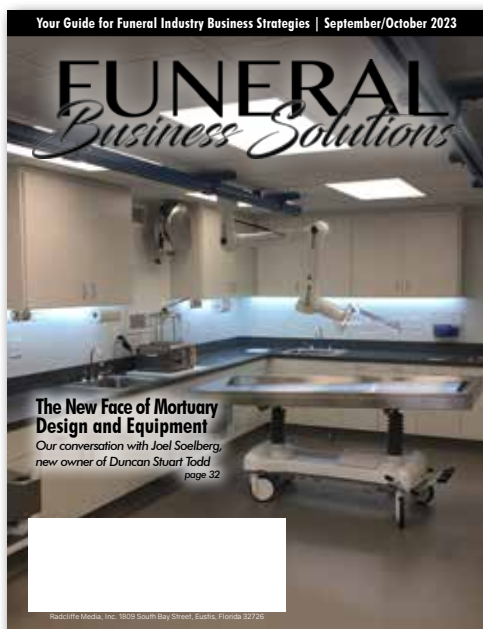
COMPANY SPOTLIGHT 2-PG SPREAD

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

GET FEATURED ON THE COVER



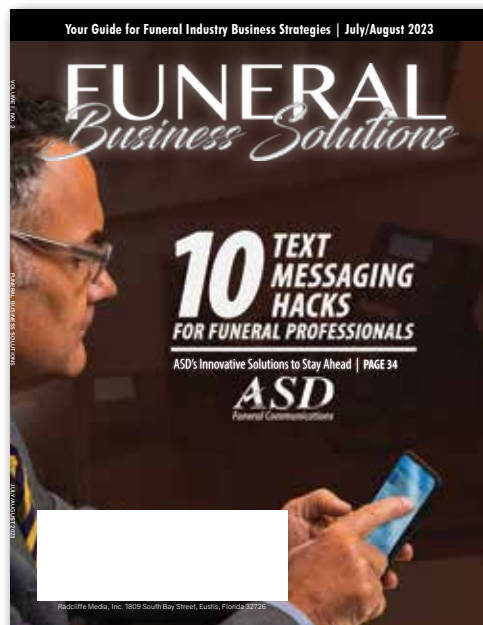
COVER SPONSORSHIP INCLUDES THE COVER ART & TITLE, 2-PAGE COVER STORY AT CENTER OF MAGAZINE, ADDITIONAL AD IN ANOTHER SECTION.



Sponsoring the cover and cover story for a particular issue is a great way to reach an even wider audience by controlling the center spread (2-page story) that you can use to tell your company's origin story, highlight a new product/service, or bring attention to a new initiative or innovation you're currently championing in the industry.

The cover is what all readers see when they first receive the magazine and will be visible at all times, even when the magazine is just sitting on a desk or side table waiting to be read. Our research and experience tells us that funeral industry readers hold onto magazines for 1-4 years because they have either bookmarked specific articles or ads for later reference or they are planning to make a purchase in the coming months and an ad or article in the magazine is part of their research.

While the list price for a cover sponsor is \$9,995, ask us about discounts for specific issues.



COVER SPONSORSHIP INCLUDES THE COVER ART & TITLE, 2-PAGE COVER STORY AT CENTER OF MAGAZINE, ADDITIONAL AD IN ANOTHER SECTION.

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

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.



GORDON MORTUARY
BLACKSBURG & GAFFNEY, SOUTH CAROLINA



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.



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

2024 EDITORIAL CALENDAR

January | February 2025

Ad Closing: December 30, 2024

Materials Due: January 3, 2025

March | April 2025

- ICCFA Preview

Ad Closing: March 3, 2025

Materials Due: March 7, 2025

BONUS DISTRIBUTION

ICCFA ANNUAL CONVENTION
MANDALAY BAY

April 30 - May 3 | Las Vegas, NV

May | June 2025

- 2025 ICCFA Convention Wrap-Up

Ad Closing: May 1, 2025

Materials Due: May 6, 2025

July | August 2025

Ad Closing: June 30, 2025

Materials Due: July 7, 2025

September | October 2025

- NFDA Preview

Ad Closing: September 1, 2025

Materials Due: September 5, 2025

BONUS DISTRIBUTION

NFDA ANNUAL CONVENTION
MCCORMICK PLACE

October 26 - 30 | Chicago, IL

November | December 2025

- 2025 NFDA Convention Wrap-Up

Ad Closing: October 31, 2025

Materials Due: November 5, 2025

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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