66 Wilcox are proud to support the FSJ; it's known in the industry as the funeral director's bible as it can be found in funeral homes across the country. When we want to share a message to the industry, it's always the FSJ we turn to. Thank you to the great team for their support and professionalism. **99 Wilcox**

66 We have used FSJ for a number of years as our advertising partner. The editorial offers us a great communication channel with our target customer. The results are impressive and have helped us grow our business year on year. **99 Auden**

TERMS OF ACCEPTANCE & CANCELLATION CONDITIONS

Placing an order is deemed acceptance of these terms. Advertisement copy or inserts may be declined at the publishers' discretion without liability. All rates and bookings are subject to change at one month's notice. Cancellation cannot be accepted unless instructions are received in writing, two months before issue date. The publishers are unable to accept liability for any loss or damage caused by omission or error in the printing of any advertisement, or damage to or loss of artwork. Artwork left with us may be thrown away six months after publication.

VAT must be added to all prices. All special rates for series or multiple bookings and agency discount will apply if payment is made within 30 days of invoice date. Invoices unpaid after 30 days will accrue statutory interest and liability for fees incurred by FSJ.

These Terms and Conditions of Acceptance are set out in accordance with English law and all parties hereby submit to the jurisdiction of English courts.

No other conditions apply unless agreed in writing.

Please note if you have to cancel your booking the following charges apply:

Cancellation must be received in writing.	
2 months before publication	Ν
1 month before publication	5
Less than 1 month before publication	1

No charge 50% 100%

www.fsj.co.uk \propto fsj_uk

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Funeral Service Journal is a trading name of Funeral Services Journal Ltd. Registered in England No. 15834830



Funeral Service Journal

The industry bible since 1886



2025 Advertisement Rate Card

"The FSJ team are so friendly and so easy to deal with! Simple as and need I say more? Well, it's worth mentioning how great the A5 format is in terms of readability and handling. Much better than a regular magazine. Huge thanks FSJ." Jukes

Funeral Services Journal Ltd The Funeral Service Journal is a subscription magazine

December 2024

Why advertise in FSJ?

If you're advertising your services, you want to be sure that your message connects with the industry's decision-makers – and stays in their minds.

FSJ can do this, thanks to its unique status.

• It has been a trusted and independent voice in the profession since 1886

Advertising Manager

- It targets (and reaches) the funeral world's decision-makers
- It is and always has been the sector's leading publication for advertising pages
- Because readers pay for it, they read it and they keep it as an ongoing resource
- Its handy A5 size makes it portable, giving readers more opportunity to read it

With news, opinion, reviews, reports, statistics and listings, FSJ keeps all areas of the funeral business in touch with what's going on. It combines contemporary and historical features with reports on successful and inspirational ideas, and it builds a sense of community.

Coleman Milne has consistently found FSJ to be a publication with its finger on the pulse of the funeral sector, and so the ideal channel for us to connect with funeral directors about the vehicles we build for them. As an independent magazine committed to excellence and longstanding support for funeral professionals, it chimes in perfectly with our values – and we get great response to our advertising.

66 Reaching out to the funeral trade can certainly be challenging, however our continued advertising with the FSJ is one of the few methods we have found to produce results. Time after time new enquiries reference our adverts as their reason for reaching out. It's for reasons like this we will be continuing to advertise with the FSJ for the foreseeable future. **99 Duffy Coachbuilders**

66 SEIB have worked with the FSJ for decades and found it to be an excellent publication – accommodating and helpful to work with.**99 SEIB**

Advertising Formats

Supplied Adverts: Please supply adverts as high resolution (CMYK, 300 dpi) PDF files. We also accept adverts as jpg, eps and tiff (CMYK 300 dpi). Please note we do not accept Publisher files.

Custom Adverts: Please supply copy for your advert as a text file, Word document or via email. Images must be supplied at 300 dpi as jpg, eps or tiff files. (Do not embed within the Word documents). Please also give an indication of how you would like the finished advert to look. Call us to discuss your requirements.

Display and Classified Advertisements

DISPLAY	DIMENSIONS (WXH)	COLOUR	BLACK & WHITE
Front cover	152.5 x 135mm (+ 3mm bleed)	£588	_
Double page spread with bleed	302 x 216mm	£830	_
Outside back cover with bleed	154 x 216mm	£620	-
Inside front cover with bleed	153.25 x 216mm	£556	-
Inside back cover with bleed	153.25 x 216mm	£546	-
Full page with bleed	154 x 216mm	£472	£336
Full page without bleed	128 x 190mm	£472	£336
Half page across	128 x 93mm	£267	£204
Half page upright	62 x 190mm	£267	£204
Quarter page across	128 x 46mm	£151	£105
Advertorial (Double and Full Page)		Prices as abo	ove

CLASSIFIED	DIMENSION	S (WXH)	COLOUR	BLACK & WHITE
Full page with bleed	154 x 216mm		£472	£336
Full page without bleed	128 x 188mm		£472	£336
Half page across	128 x 93mm		£267	£204
Half page upright	61.75 x 188mm		£267	£204
Quarter page across	128 x 46mm		£151	£105
Quarter page upright	61.75 x 93mm		£151	£105
Eighth page across	128 x 23mm		£80	£51
Eighth page upright	61.75 x 46mm		£80	£51
Lineage (inc VAT @ standar	d rate)	First 20 wo	ords £40 +50p	per word thereafter
Box Numbers		£30 (inc VA	AT @ standard	rate)
Inserts (loose)		£384		
Discounts apply for series of	f 6 and 12 insertions			

WEB ADVERTISING		
Banner Ads	£160 for 3 months	£420 for 12 months
RELEVANT DATES		
Copy Deadlines:		
Editorial – 28th of the month	Ads – 10th of the month	
Inserts – 17th of the month	Published – 26th of the mo	onth
Rates subject to VAT at current rate		

