

“An essential part of our marketing is our Funeral Trade magazine coverage. For decades Lyn Oakes have chosen the FSJ to help promote the company to the fantastic Funeral Industry. Easy, friendly and efficient to collaborate with, many thanks to the FSJ for the brilliant service over the many decades!”

Arabella – Lyn Oakes

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	No charge
1 month before publication	50%
Less than 1 month before publication	100%



www.fsj.co.uk



@funeralservicejournal



Funeral Service Journal - FSJ



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Funeral Service Journal is a trading name of Funeral Services Journal Ltd.

Registered in England No. 15834830

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Funeral Service Journal

The industry bible since 1886



2026 Advertisement Rate Card

“We’ve advertised with the FSJ for some time and have always found the team a pleasure to deal with. They are friendly, efficient, and professional. Our adverts consistently get noticed and deliver great results. We’d highly recommend the FSJ to anyone looking to reach the right audience.”

Joe Walklin – Fibrous

Funeral Services Journal Ltd

The Funeral Service Journal is a subscription magazine

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
- 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.



“Ecoffins has been advertising with the FSJ for over 20 years now, and yet the advertisements still garner new interest from Funeral Directors across the country – testament to the extensive reach of the Journal. In addition to this we have always found Ruth, Denise, Clare and the entire Team at the FSJ extremely helpful. Nothing is too much trouble for them when it comes to keeping the profession informed.”

William Wainman – Ecoffins

“The FSJ is a genuine pleasure to work with. We can trust that our coffins will always look their best and stand next to excellent editorial content. The only thing better than the service is the results.”

Andy Whitman – Tributes Ltd

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 (WXH)

Front cover £606
152.5 x 135mm (+ 3mm bleed)

Double page spread £855
302 x 216mm

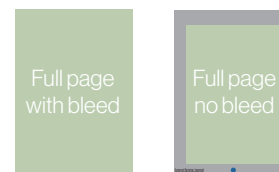
Outside back cover £639
154 x 216mm

Inside front cover £573
153.25 x 216mm

Inside back cover £562
153.25 x 216mm

Full page right hand premium position £534

Full page with bleed £486
154 x 216mm



Full page no bleed £486
128 x 190mm

Half page across £275
128 x 93mm

Quarter page across £156
128 x 46mm

Advertorial (Double & full page)
Prices as above

CLASSIFIED (WXH)

Full page with bleed £486
154 x 216mm

Full page no bleed £486
128 x 188mm

Half page across £275
128 x 93mm

Half page upright £275
61.75 x 188mm

Quarter page across £156
128 x 46mm

Quarter page upright £156
61.75 x 93mm

Eighth page across £82
128 x 23mm

Eighth page upright £82
61.75 x 46mm

Lineage (inc VAT @ standard rate)
First 20 words **£41** +50p per word thereafter

Box Numbers £31 (inc VAT @ standard rate)

Inserts (loose) £396

Discounts apply for series of 6 and 12 insertions

For full-page ads with bleed, please ensure all text is within a 10mm safety margin from the trim edge

Rates subject to VAT at current rate

WEB ADVERTISING

Banner Ads

£165 for 3 months

£433 for 12 months

RELEVANT DATES

Copy Deadlines:

Ads – 10th of the month

Inserts – 17th of the month

Published – 26th of the month

SUBSCRIPTIONS

Make sure you get your monthly copy through the door.

Subscribe online at www.fsj.co.uk/subscribe or alternatively call us on 01903 604348

United Kingdom:

☐ 1 year (£42)

☐ 3-years (£108)

☐ Extra copy (£20)

Eire & Europe:

☐ 1 year (£62)

☐ 3-years (£164)

Rest of World:

☐ 1 year (£84)

☐ 3-years (£208)

To book an ad or for further information please email advertising@fsj.co.uk or call on 01903 604338