

“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 every funeral home 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.”

Wilcox

“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.”

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 or invoice date. Invoices unpaid after 30 days will accrue interest in accordance with current UK Late Payment Legislation.

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 months before publication	100%

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Funeral Service Journal is a trading name of Heritage Studios Ltd.
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Funeral Service Journal

The industry bible since 1886



2022 Advertisement Rate Card

“The people at Funeral Service Journal are a pleasure to work with and offer a great opportunity to advertise in one of the most popular, widely read journals within the trade. As a company, we have been advertising with FSJ for over 35 years and will continue doing so for the foreseeable future.”

Allsops

Heritage Studios

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.



Denise Walker
Advertising Manager

“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.”

Coleman Milne

“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 reasons like this we will be continuing to advertise with the FSJ for the foreseeable future.”

Duffy Coachbuilders

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

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	Colour	Black & White
Front cover	135 x 148mm (+ 5mm bleed)	£535	–
Double page spread	188 x 256mm	£750	–
Outside back cover	210 x 148mm	£566	–
Inside front cover	188 x 128mm	£505	–
Inside back cover	188 x 128mm	£494	–
Full page with bleed	216 x 154mm	£432	£299
Full page without bleed	188 x 128mm	£432	£299
Half page across	93 x 128mm	£244	£184
Half page upright	188 x 61.75mm	£244	£184
Quarter page across	46 x 128mm	£137	£93
Advertorial (Double and Full Page)		Prices as above	

Classified	Dimensions	Colour	Black & White
Full page with bleed	216 x 154mm	£432	£299
Full page without bleed	188 x 128mm	£432	£299
Half page across	93 x 128mm	£244	£184
Half page upright	188 x 61.75mm	£244	£184
Quarter page across	46 x 128mm	£137	£93
Quarter page upright	93 x 61.75mm	£137	£93
Eighth page across	23 x 128mm	£72	£46
Eighth page upright	46 x 61.75mm	£72	£46
Lineage (inc VAT @ standard rate)		First 20 words £28 +50p per word thereafter	
Box Numbers		£10 (inc VAT @ standard rate)	
Inserts (loose)		£344	
Discounts apply for series of 6 and 12 insertions			

Web Advertising

Lineage, Vehicles for Sale or Situations Vacant	£20 per entry
Banner Ads	£120 for 3 months £350 for 12 months

Relevant Dates

Publication Date	26th of the preceding month
Copy Deadlines:	
Display	1st of preceding month
Classified and inserts	10th of preceding month
Ad Cancellations	1st of preceding month

Rates subject to VAT at current rate