

2020 MEDIA KIT

FUNERAL
BUSINESS ADVISOR MAGAZINE™

THE IMPORTANCE OF PRINT ADVERTISING IN 2020

Neuroscience has now proven that print ads make a better impression than digital ones. Numerous studies have indicated that on a brain-chemistry level, people process print content with greater engagement and focus, not to mention a deeper emotional response, than they do content viewed on a screen.

While digital content is scanned quickly, paper-based reading is slower and more deliberate, leading to greater rates of comprehension and recall. For advertisers, this means that traditional print media ads are more likely to make a lasting impression and, thus, lead to more sales.

PRINT VS. DIGITAL ADVERTISING

RESPECTABILITY

Perhaps the fact that print has been around so long gives it prestige. Thanks to its rich history, ads that appear in print tend to be taken much more seriously.

TRUST

Most consumers understand the Internet is rife with fake advertising at best, and grossly misleading marketing campaigns at worst. Because of the dubious reputation of online ads, print advertisements remain the most trusted source of marketing information. According to an October 2016 survey by MarketingSherpa, 82% of U.S. internet users trust print ads when making a purchase decision, more than any other medium.

CLEARLY DEFINED TARGET AUDIENCES

Healthy ROIs require the ability to target readers effectively. Print ads allow positioning in the most relevant editorial sections of publications. Conversely, when buying ads from digital networks, you can never be quite sure your message will reach the right audience at the right time.

HIGH ENGAGEMENT RATES

Consumers rarely give digital content their full attention, rather choosing to multitask while viewing digital content. Print content, on the other hand, allows people to really focus and engage. And, when it comes to getting your message across, you can't beat full engagement.

HIGHER CONVERSION RATES

A Penn State study confirmed that nearly 80% of consumers act on direct printed mail advertisements compared to 45% of consumers that act on electronic advertisements, indicating that print ads have much more influence on buying decisions than electronic advertisements.

PRINT BOLSTERS ELECTRONIC ADVERTISING

According to the National Retail Federation, shoppers are most likely to start an online search after viewing a magazine ad. Savvy advertisers know that implementing both digital and print advertising campaigns produces higher customer conversion rates.



PRINT AD TIPS

Now that you understand just how effective print advertising can be, here are some tips to make your ads as effective as possible:

KEEP IT SIMPLE

Simple layouts work best. Busy or cluttered ads turn readers off. But simple layouts allow your messaging (your concise messaging) to be read easily. Forgo large blocks of copy for smaller ones and consider using bullet points to clearly define benefits. Beyond this, sans-serif fonts have been shown to be the easiest to read.

MIND YOUR FLOW

The human eye naturally wants to start at the top left of a page or ad and move down toward the bottom right. You can help this visual journey by laying out text along the eye's natural 'route' across the page.

HIGHLIGHT THE BENEFITS

Too many marketers make the mistake of pointing out features in their ad instead of benefits. Here's an example: While your website can list product or service features, your ad should only focus on the biggest benefits to your prospective customers.

PRINT AUDIENCE

Reach retailers with your targeted marketing message with the 'leading' funeral home and crematory trade magazine.

4,618

DIGITAL EMAIL AUDIENCE

17,324

PRINT AUDIENCE

Funeral Business Advisor 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 Advisor*.

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.

WHY ADVERTISE IN FBA?

VOICE: We have a respected and knowledgeable editorial team readers rely on for information.

FREQUENCY: We reach our readers 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, since 2006.

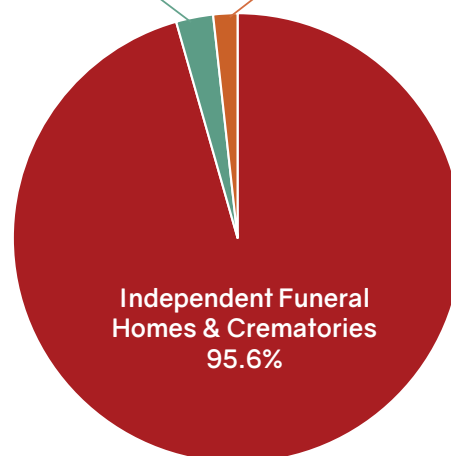


Funeral Business Advisor

CIRCULATION

Vendors 2.6%

Corporate & Other 1.8%





FBA DIGITAL AUDIENCE

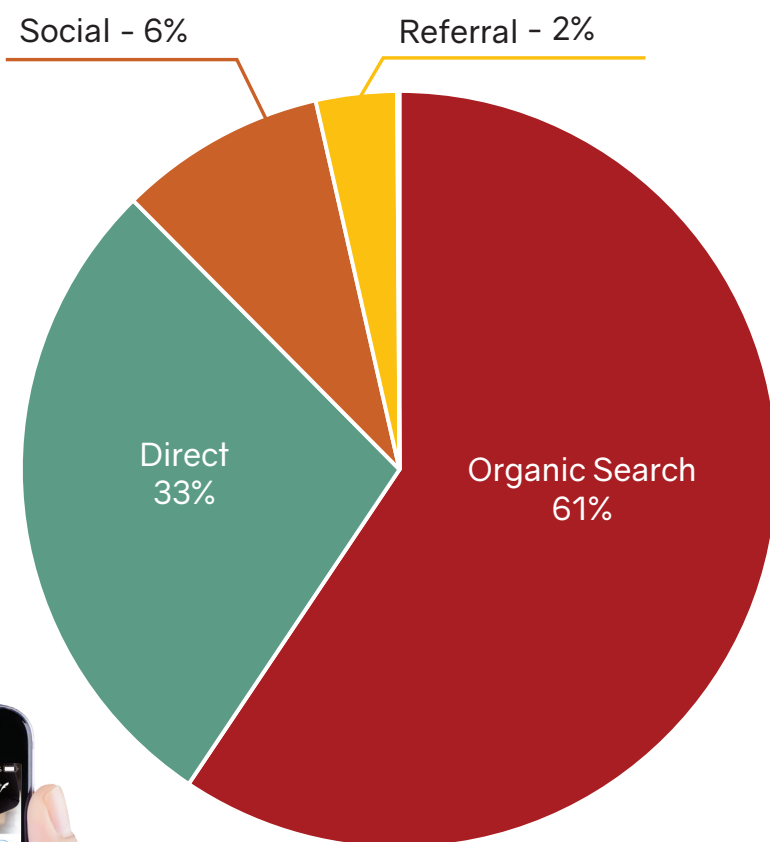
Funeral Business Advisor's website is a definitive source for industry news. For those who prefer to read FBA magazine digitally, FBA magazine is available online. In addition, we archive each issue of FBA for those who want to read past issues. *Funeral Business Advisor's* staff delivers business news five days a week. Our timely reporting brings new visitors to our site. And that unique, in-depth coverage keeps visitors coming back. With more than 24,000+ monthly visits, we continue to attract loyal readers. Our readers also frequently engage with our expansive social media coverage.

297,360
ANNUAL VISITS

24,780
VISITS PER MONTH

826
VISITS PER DAY

1:13 MIN
AVERAGE TIME ON SITE



2,454
Funeral Business Advisor
1,798
@fba_mag



Source: Google Analytics/Cloudflare Analytics
August 1, 2018 - August 1, 2019

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, FBA 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

**EDITORIAL: MEMORIALIZATION/PERSONALIZATION

HENRY B. GONZÁLEZ CONVENTION CENTER AND GRAND HYATT SAN ANTONIO
MARCH 30 - APRIL 2 | SAN ANTONIO, TEXAS



NFDA SEPTEMBER/OCTOBER

*BONUS DISTRIBUTION AT THE SHOW

**SPECIALTY VEHICLES

ERNEST N. MORIAL CONVENTION CENTER
OCTOBER 18-21 | NEW ORLEANS, LOUISIANA

MUST SEE COMPANIES = \$299 PER ISSUE | MUST SEE PRODUCTS = \$249 PER ISSUE

FUNERAL SERVICE PRODUCT GUIDE

2 Issues Per Year



FULL PAGE = \$1200 PER ISSUE | HALF PAGE = \$800 PER ISSUE | QUARTER PAGE = \$500 PER ISSUE

2020 ADVERTISING RATES & SPECIFICATIONS

STANDARD POSITIONS	1X	3X	6X
2 Page Spread	\$4,890	\$4,770	\$4,650
Full Page	\$2,690	\$2,570	\$2,450
1/2 Page	\$1,890	\$1,770	\$1,650
1/3 Page	\$1,390	\$1,270	\$1,150
1/4 Page	\$1,190	\$1,070	\$950
1/6 Page	\$790	\$670	\$550

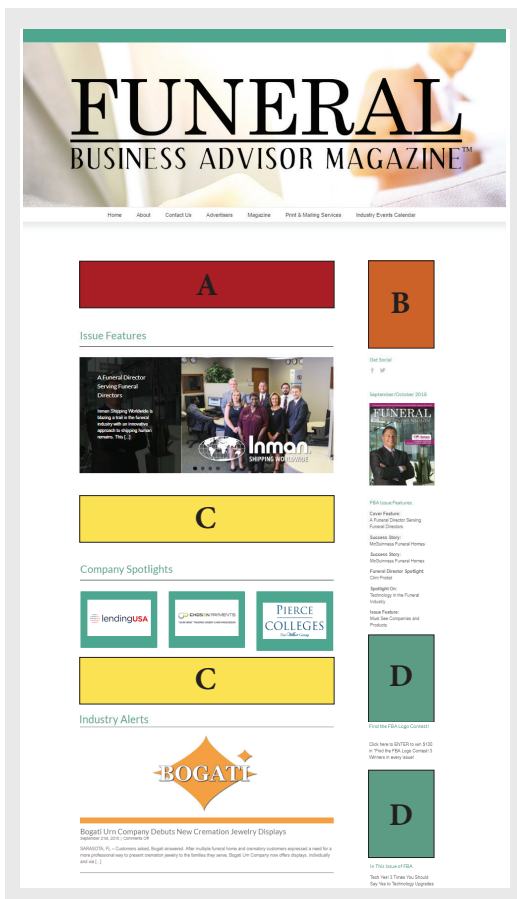
PREMIUM POSITIONS	1X	3X	6X
Cover 1 (Front Cover)	\$12,990	N/A	N/A
Inside Front Cover	\$3,590	\$3,470	\$3,350
Inside Back Cover	\$3,490	\$3,370	\$3,250
Outside Back Cover	\$4,090	\$3,970	\$3,850
Inside Front Cover (R)	\$3,490	\$3,370	\$3,250

TERMS: Terms and policies are spelled out in the Funeral Business Advisor 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>1/6 PAGE VERTICAL</p> <p>2.265 Wide x 4.875 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 Advisor is not responsible for color reproduction and cannot be responsible for returning proofs.



WEBSITE SPECS & RATES

24,000+ MONTHLY VISITORS

FBA's website is a definitive source for industry news and events. Our website is updated daily with industry press releases, a complete industry event's calendar, and resources for funeral homes for print marketing and mailing services. In addition, every issue of FBA magazine is archived for those who want to read an issue they may have missed.

POSITION	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
A PREMIUM LEFT HORIZONTAL	\$499	\$459	\$419	\$379
B PREMIUM RIGHT RECTANGLE	\$499	\$459	\$419	\$379
C STANDARD LEFT HORIZONTAL	\$349	\$319	\$299	\$269
D STANDARD RIGHT RECTANGLE	\$349	\$319	\$299	\$269

SPECIFICATIONS:

300 DPI. JPEG or PNG. Non-transparent background.

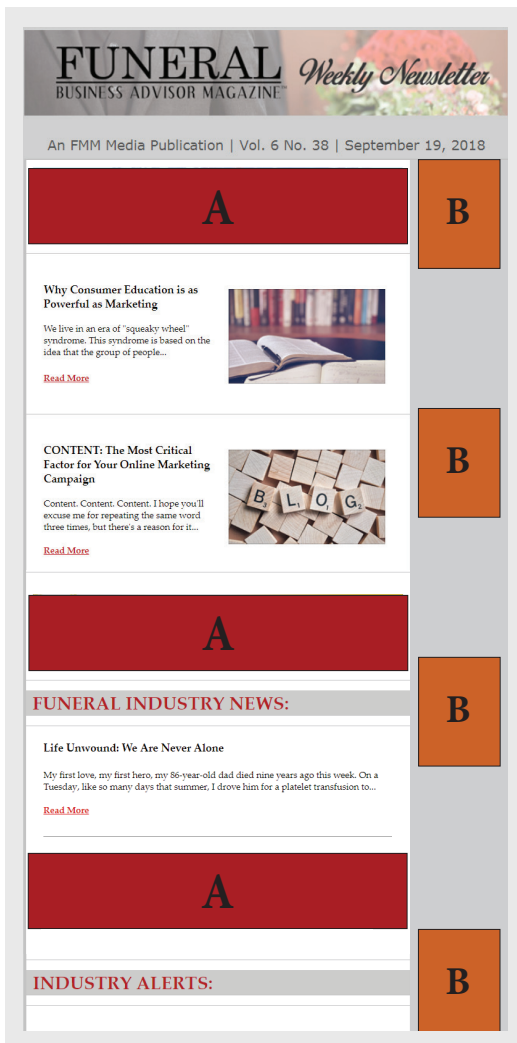
A - PREMIUM LEFT HORIZONTAL (1 available) - 600 X 110 Pixels.

B - PREMIUM RIGHT RECTANGLE (1 available) - 300 X 400 Pixels.

C - STANDARD LEFT HORIZONTAL (2 available) - 600 X 110 Pixels.

D - STANDARD RIGHT RECTANGLE (3 available) - 300 X 400 Pixels.

**Cost is based on price per month, billed monthly.*



WEEKLY E-NEWSLETTER SPECS & RATES

CIRCULATING TO OVER 4,500 FUNERAL HOMES

FBA's Weekly E-Newsletter is the perfect educational supplement between issues! We feature articles, new or noteworthy designs, and industry news in another clean and easy to read format. With a current circulation of over 4,500 funeral directors, it is a great way to reach our readers digitally.

A	B
LEFT HORIZONTAL	RIGHT RECTANGLE
4 issues - \$299	4 issues - \$249
8 issues - \$279	8 issues - \$229
16 issues - \$249	16 issues - \$199
26 issues - \$219	26 issues - \$179
52 issues - \$179	52 issues - \$149

SPECIFICATIONS:

300 DPI. JPEG or PNG. Non-transparent background.

A - LEFT HORIZONTAL - 400 x 110 Pixels

B - RIGHT RECTANGLE (10 available) - 300 X 400 Pixels

**Cost is based on price per issue, billed monthly.*

2020 EDITORIAL CALENDAR

January | February

- Preneed

Ad Closing: December 13, 2019

Materials Due: December 20, 2019

March | April

- Memorialization/Personalization

Ad Closing: February 14, 2020

Materials Due: February 21, 2020

BONUS DISTRIBUTION

ICCFA Preview Issue

ICCFA ANNUAL CONVENTION

March 30 - April 2 | San Antonio, TX

May | June

- Caskets & Vaults

Ad Closing: April 17, 2020

Materials Due: April 24, 2020

July | August

- Education

Ad Closing: June 19, 2020

Materials Due: June 26, 2020

September | October

- Specialty Vehicles

Ad Closing: August 14, 2020

Materials Due: August 21, 2020

BONUS DISTRIBUTION

NFDA Preview Issue

NFDA ANNUAL CONVENTION

October 18-21 | New Orleans, Louisiana

November | December

- Green Burial

Ad Closing: October 16, 2020

Materials Due: October 23, 2020

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 Advisor magazine is distributed at numerous association events. Participation subject to change.

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