

*“ FSJ is well read by our target audience and we find it an effective medium for advertising. ”*

**Paul Thompson, JC Atkinson & Son Ltd**

*“ I have been advertising in the Funeral Service Journal for over 25 years. They are nice people to deal with and the advertising really works. ”*

**Peter Prime, Prime Limousines**



## Terms of Acceptance & Cancellation Conditions

Placing an order is deemed acceptance of these terms. Advertisements 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%

**advertising@fsj.co.uk**

**www.fsj.co.uk**

Contact: Denise Walker

FSJ, The Media Centre, Garcia Estate, Canterbury Road, Worthing, West Sussex BN13 1EH

Tel: 01903 604338 Fax: 01903 537321

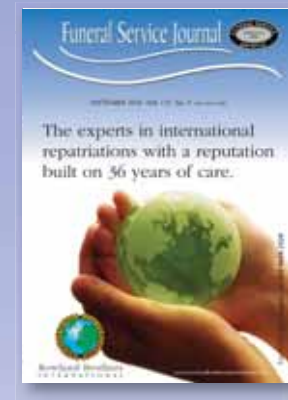
Subscriptions: Direct Line 01903 604348

email: subs@fsj.co.uk



# Funeral Service Journal

**The oldest trade journal in the industry**



## 2011 Advertisement Rate Card

*“ The great thing about the FSJ is that whilst it embodies the heritage and tradition of 125 years in the industry, it still remains one of the most forward looking and open-minded of all the funeral trade magazines. ”*  
**William Wainman at Ecoffins**

**Heritage Studios**

The Funeral Service Journal is a subscription magazine

## Why advertise in FSJ?



If you're advertising, you want to be sure that it reaches the eyes of your 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 industry since 1886
- It targets (and reaches) the funeral industry'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, reviews, statistics and listings, FSJ keeps all areas of the industry in touch with what's going on. It combines contemporary and historical features with reports on successful initiatives and inspirational ideas and it builds a sense of community.

*“ FSJ have looked after our advertising needs in a professional and efficient manner since 1985. We have advertised in the FSJ for 25 years, and have been very happy with their professionalism and costs during that time. Denise and the rest of the team have made advertising in the FSJ so simple, a real help when running a business seems to consume more and more time these days. ”*

**Gary Allsop, Allsops CTF Ltd**

*“ We always see a distinct increase in enquiries once the magazine has been circulated. ”*

**Paul Wilcox, Wilcox Limousines**



## 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*	150 x 148mm (+ 5mm spine)	£495	-
Double page spread	188 x 256mm	£785	-
Outside back cover*	210 x 148mm	£525	-
Inside front cover*	188 x 128mm	£455	-
Inside back cover*	188 x 128mm	£445	-
Full page with bleed	216 x 154mm	£385	£180
Full page without bleed	188 x 128mm	£385	£180
Half page across	93 x 128mm	£220	£115
Half page upright	188 x 61.75mm	£220	£115
Third page across	61.75 x 128mm	£160	£90
Quarter page across	46 x 128mm	£135	£80
Quarter page upright	93 x 61.75mm	£135	£80
Eighth page across	23 x 128mm	£55	£45
Eighth page upright	46 x 61.75mm	£55	£45
* subject to availability			
Advertorial (Double and Full Page) as above			

### Classified

Display	As above
Lineage (inc VAT @ standard rate)	First 20 words £18 +50p per word thereafter
Box Numbers	£10 (inc VAT @ standard rate)
Inserts (loose)	£295
Charges for making up artwork	£60
Discounts apply for series of 6 and 12 insertions	

### 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