

FUNERAL SERVICE

THE INDEPENDENT VOICE OF THE FUNERAL PROFESSION

times



MEDIA INFORMATION
2018



THE INDEPENDENT MAGAZINE FOR FUNERAL PROFESSIONALS

Targeting funeral directors throughout the UK, our monthly trade magazine caters for companies who want to offer their products and services to the funeral sector.

Funeral Service Times is distributed to thousands of funeral directors throughout the country. Published 12 times a year - once a month - it educates and informs people within the sector. The magazine is not restricted to paid subscriptions or associations. Every member of the profession is entitled to a copy free-of-charge and we strive to reach every funeral director within the UK.

Our magazine includes the latest news, products and professional developments. In a competitive market, it's a key vehicle to highlight the latest services available to funeral directors. We pride ourselves on keeping professionals up to date with the latest ideas to support their outstanding customer service.

Michael

Michael Northcott

Managing Editor, Funeral Service Times

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READER SERVICES

Customer Services: Please use the following numbers for enquiries about subscriptions.

+44(0)1481 730 418

customers@mulberrypublications.co.uk.

SUBSCRIPTION RATES UK:

£75 per year;

Monthly issues: 12 per year.

Cheques should be made payable to "Mulberry Publications".

Subscriptions available online at

www.funeralservicetimes.co.uk/shop

Circulation: 5,150

| Region | Approximate Percentage |
|------------------|------------------------|
| Channel Islands | 1 percent |
| East Anglia | 6 percent |
| Midlands | 15 percent |
| North East | 11 percent |
| North West | 12 percent |
| Northern Ireland | 4 percent |
| Scotland | 10 percent |
| South East | 24 percent |
| South West | 11 percent |
| Wales | 6 percent |



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EDITORIAL PROFILE

Free of charge to funeral directors, **Funeral Service Times** communicates news, new products and features to the profession. It includes articles relating to relevant industry issues, as well as interviews and Q&As with leading figures, and business advice for small to mid-sized companies. The result is a magazine that is a must read for anyone within the funeral sector.

Funeral Service Times keeps managers and business owners up to date with the latest business developments. The magazine's informative features and sector analysis are tailored to the independent sector.

News, expert commentary, business profiles and hands-on advice all have the same aims in mind - increasing consumer satisfaction and business development.

Throughout the year, **Funeral Service Times** will cover areas of interest to key decision makers, including but not limited to, professional development, regulation, transportation and essential products. Offering quality, relevance, and focusing specifically on those readers with the power to decide which supplier to buy from, **Funeral Service Times** is the obvious advertising medium for suppliers, manufacturers or service providers looking to bring their products to the attention of funeral directors throughout the UK.

SUBMISSION OF EDITORIAL

Please note that clients who would like to take advantage of an editorial opportunity, or who wish to submit a press release containing information to appear in **Funeral Service Times** should follow the criteria below.

If your content is to appear in the Dispatches section, please ensure that the products or services you wish to promote are new to the trade and therefore newsworthy. Images must be high-resolution, of at least 300dpi, and accompanied by descriptive text.

Images or text may not be the same as included in advertisements in the same issue. The press release should be submitted by approximately one week before the copy deadline. The Editor reserves the right to edit content. Although every effort is made to include editorial in the issue preferred by the client, this may not always be possible. In such cases, **Funeral Service Times** will try to place the submission in the next available issue.

Please note that any editorial promise is made as a gesture of goodwill and is completely separate to



the contractual terms of placing an advertisement. Any editorial inclusion can be suspended, amended or deleted at the sole discretion of the Editor. If the Editor takes any of these three actions, any charge made separately for advertising space will still stand.

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CIRCULATION AND REACH

PRINT

Funeral Service Times is distributed to over 5,150 named individuals every month. We will publish our postal docket on each publication date as proof of circulation. If we ever fall short, we will reimburse our advertisers on a pro-rata basis.

ONLINE

Our website has no pay-wall, meaning members of the funeral profession can get the latest industry

news and analysis completely free-of-charge. www.funeralservicetimes.co.uk will be the ultimate news portal and an indispensable source of information about what is happening across the sector.

WEEKLY E-BRIEFING

Our Weekly e-Briefing is broadcast to over 3,800 people working in the funeral sector. It's sent every week with the latest news from the profession.

DIGITAL ADVERTISING

Reach out to your clients online with a range of Digital Advertising from **Funeral Service Times**. **Funeral Service Time's** popular website www.funeralservicetimes.co.uk features one 'leaderboard' header and three MPUs (250 x 250px). Three prominent positions are available to advertisers on the web page's right hand side. A single click on an MPU transports web-users directly to your home page.

Funeral Service Time's weekly newswire is sent directly to the inboxes of over 3,800 sector members. The factpacked newswire features the very latest breaking stories from around the profession. **Funeral Service Times** offers its advertisers the chance to place their own advertisement as a header and a footer on the newswire itself. One click on either of these banners will take readers straight to your own website.



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RATES MAGAZINE

Double page spread **£3135**

Full Page **£965.00**

Half page (horizontal)
£580.00

Eighth page strip **£190.00**

Inserts
Inserts prices available on request

Outside front cover **£995**

Inside Front Cover **£1205**

Inside Back Cover **£1160**

Outside Back Cover **£1205**

Quarter Page **£350**

All prices are + VAT.

Please note that we only require 3mm bleed for the double page and full page sizes. The smaller sizes are placed digitally on a white page and are not printed up to the trim edge.

RATES DIGITAL

- £250 per week for the newswire banner
- £500 per month for the website leaderboard
- £500 per month for the MPU
- £2000 per month for wallpaper
- £1200 for solus emails



TECHNICAL SPECIFICATIONS FOR COPY SUBMISSION

All adverts being submitted to **Funeral Service Times** need to be provided in a digital format. We do not accept film or other analogue formats. If you are unsure of any of these details please contact the production department on 01481 730 418.

When submitting an advert please ensure that it is provided in a Windows PC compatible format via email, CD or DVD. Please provide a black and white

or colour print depending on the nature of your advert for proofing purposes. All adverts must be provided at a resolution of 300dpi (dots per inch) at the appropriate size.

Images cannot be accepted embedded into Microsoft Word documents. If submitting finished artwork, please supply file as a flattened image to avoid file corruption.

ACCEPTABLE FORMATS

.pdf (high resolution 300 dpi in CMYK mode). Adobe Illustrator files (up to v.10) saved as .eps files. All type must be 'vectors' to eliminate any font difficulties and artwork saved in CMYK mode.

Images: .jpeg .tiff or .eps formats. Type saved in .eps format must be 'vectors'. Images must be high

resolution (300 dpi) and saved in CMYK mode.

Advertisers or readers wishing to submit their own pictures should set their digital cameras to the highest resolution available on their camera before shooting. Pictures taken at low resolution will not be publishable quality.

PRINT ADVERT DIMENSIONS

- Full Page: 216mm wide x 303mm tall (measurements include 3mm bleed on all edges)
- Half Page Vertical: 93mm wide x 268mm tall
- Half Page Horizontal: 190mm wide x 130mm tall
- Quarter Page: 93mm wide x 130mm tall
- Eighth Page: 93mm wide x 65mm tall
- Sixteenth: 45mm wide x 65mm tall
- Classified Column Width: 45mm

ONLINE ADVERT DIMENSIONS

All digital advertisements must be supplied in JPG or GIF format.

- Banner adverts for website:
 - LEADBOARD: 720px by 90px
 - MPU: 300px by 250px
 - WALLPAPER: Please ask your sales adviser for more information
- Banner adverts for e-newsletters (Daily Briefing)
 - LEADERBOARD 1: 728px by 90px
 - LEADERBOARD 2: 670px by 90px



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STANDARD TERMS & CONDITIONS OF BUSINESS

- 1) An advertisement is accepted on the understanding that the relationship between the Advertiser and the Publisher is governed by the conditions set out below. Unless specifically approved in writing by the Publisher, the conditions stipulated on an Advertiser's order form or anywhere else shall be void.
- 2) For the purpose of these conditions, "Advertiser" shall refer to the contractual Principal, that is the party responsible for payment of charges arising from the publication of an advertisement. Where appropriate, "advertisement" includes a loose or bound-in insert.
- 3) The Publisher reserves the right to refuse any advertisement submitted for publication.
- 4) The Publisher reserves the right to amend advertisement copy where absolutely necessary. If the Publisher considers it necessary to modify the space or alter the date or position of insertion, the Advertiser will have the right to cancel if such arrangements are unacceptable, unless such changes are due to an emergency or circumstances beyond the Publisher's control. Where the advertisement forms part of a series order, the liability of the Advertiser shall be limited to the pro-rata cost of those advertisements already published.
- 5) In the event of any error, misprint or omission in the printing of an advertisement, except where attributable to an act or default by the Advertiser or his agents or where covered by Clause 4 above, the Publisher will either re-insert the advertisement or make a refund of or an adjustment to the cost. No re-insertion, refund or adjustment will be made where the error, misprint or omission does not materially detract from the advertisement. In no circumstances shall the total liability of the Publisher for any error, misprint or omission exceed:
 - a. the amount of a full refund of any price paid to the Publisher for the advertisement in connection with which the liability arose (however where inserts are lost or damaged, the Publisher may also be liable for a proportion of the production costs) or
 - b. the cost of a further or corrective advertisement of a similar type to the advertisement in connection with which the liability arose.
- 6) The Publisher cannot accept liability for any errors due to inaccurate copy instructions. Charges will be made to the Advertiser where the printers are involved in extra production work owing to acts or defaults of the Advertiser or his agents. These charges will be in accordance with the published rates current at that date.
- 7) Advertisement rates are subject to revision at any time and individual orders are accepted on condition that the price binds the Publisher only in respect of the next issue to go to press.
- 8) Telephone space orders are subject to the same conditions as written orders. Nevertheless the Advertiser is asked to issue written confirmation of a verbal booking as far in advance of the publication date as possible and certainly within 14 days of the booking.
- 9) The Advertiser, where an agency, may not recharge a client for space at an increased rate, unless with the Publisher's written consent.
- 10) If written copy instructions are not received by the agreed copy date, no guarantee can be given that proofs will be supplied or corrections made and the Publisher reserves the right to repeat the most appropriate copy.
- 11) Payment terms are strictly 30 days. If any debt remains unpaid beyond this point then Mulberry Publications Ltd reserves the right to either issue a claim in the County Court where all costs are to be borne by the Advertiser, or to pass the debt to its debt collecting agency, Daniels Silverman Ltd, whereupon a surcharge of 15% will be immediately added to the debt.
- 12) The Publisher grants a commission of 10% to advertising agencies with PPA recognition.
- 13) A series discount can be offered depending on the number of insertions booked. If an advertiser cancels the balance of a contract he relinquishes any right to the series discount to which he was previously entitled and advertisements will be paid for at the appropriate rate.
- 14) At least 4 weeks' notice prior to publication date is required to stop or suspend a monotone insertion. At least 6 weeks' notice prior to publication date is required to stop or suspend a colour insertion. This notice must be given in writing.
- 15) The Advertiser warrants that the advertisement does not contravene any Act of Parliament, nor is it in anyway illegal or defamatory or an infringement of any other party's rights or an infringement of the British Codes of Advertising and Sales Promotion. On the contrary, copy must be legal, decent, honest and truthful. Should it become apparent that this is not the case, the Publisher reserves the right to suspend the advertisement, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.
- 16) The Advertiser will indemnify the Publisher fully in respect of any costs, damages or losses arising directly or indirectly from the publication of an advertisement, where such an advertisement conformed to the copy instructions supplied by the Advertiser. The Publisher will consult with the Advertiser as to the way in which such claims should be handled.
- 17) The placing of an order by an Advertiser constitutes an assurance that all necessary authority and permission has been secured for the use in the advertisement of a pictorial representation of or of words attributable to a living person.
- 18) If so required the Advertiser must disclose the identity of the client and reveal the nature of the product/service to be advertised. In the event of the Advertiser failing to comply with such a request, the Publisher reserves the right to cancel the advertisement, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.
- 19) If it is intended to include a competition or special offer within an advertisement, full details should be submitted at the time of booking.
- 20) In accepting financial advertisements, the Publisher does so on the understanding that their copy content, authorisation and placing have been processed in accordance with the requirements of the Financial Services Act 1986.
- 21) The copyright on artwork/copy contributed to an advertisement by the Publisher shall be vested in the Publisher.
- 22) The Advertiser's property and artwork etc. are held at his risk and should be insured by him against loss or damage from whatever cause. The Publisher reserves the right to destroy all artwork which has been in his custody for twelve months from the date of its last appearance.
- 23) Notwithstanding anything in the above which may provide to the contrary, neither the Publisher nor the Advertiser shall be liable to one another for any loss or damage, consequential or otherwise, caused by or arising out of any Act of Parliament, Order in Council, Act of State, strike of employees, lock-out, trade dispute, enemy action, rioting, civil commotion, fire, force majeure, Act of God, or other similar contingency beyond the control of either party.
- 24) These conditions and all other express terms of the contract shall be governed and construed in accordance with the Laws of England.
- 25) Please note that all telephone calls are recorded. Errors and omissions exempted.