

FUNERAL SERVICE times

The independent voice of the funeral profession



Media Information 2017

FUNERAL SERVICE times

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Funeral Service Times:
The independant 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. It 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 industry 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 and revenue streams.

Sara Cork

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Reader Services
Subscription Rates
UK: £60 per year;
Overseas: £120 per year. Monthly issues, 12 per year.
Cheques should be made payable to 'Mulberry Publications'.

mulberry
PUBLICATIONS

London Colchester
14 Rosebery Avenue Wellington House Butt
London Road
EC1R 4TD Colchester
T: 020 3598 4630 Essex
CO3 3DA
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Magazine Information

Published: Monthly
Total Circulation: 5740

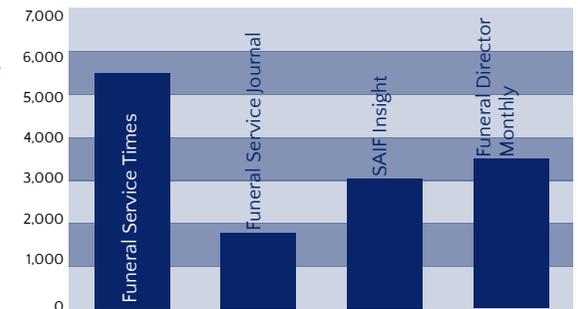
Editorial: Communicates news, new products and features to funeral professionals. It covers relevant industry issues, interviews and Q&As with leading industry figures, as well as business advice to small to mid-sized companies. The result is a magazine that is a must-read for anyone within the UK funeral profession.

Funeral Service Times is the unequivocal market leader for the funeral profession; by circulation Funeral Service Times leaves the competition standing.

Every month our circulation is a staggering 58 percent greater than its nearest rival.

If the funeral profession represents your target market, Funeral Service Times offers the most effective way to get your message across.

Call advertising sales now: not only is our circulation 58 percent greater, but our rates are competitive too. So make your advertising budget go further, call the only truly independent publication for the funeral profession.



Title	Circulation	Guaranteed/Audited
Funeral Service Times	5740	Yes
Funeral Service Journal	1800	No
SAIF Insight	900	No
Funeral Director Montly	3557	Yes

Ratecard 2017

Display

Outside front cover	£995
Outside back cover	£1205
Inside front cover	£1205
Inside back cover	£1160

Run of Magazine

Full page	£965
Half page	£580
Quarter page	£350

Classified

Eighth page	£165
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Web Banners

(RGB, 72dpi)

Top Banner 468 x 60 pixels
Square Panel 300 x 250 pixels
Price on request.

Loose inserts

Per 1000 (less than 10gms) £225

Series discounts

3 insertions	10%
6 insertions	15%
10 insertions	20%
Other discounts	
Publishers Discount	10%
Registered Charity Discount	10%
Agency Discount	10%

Please note that we cannot guarantee that these will be the actual dimensions of the adverts that appear in the final printed magazine.

Trim – 420 x 297mm
Bleed – 426 x 303mm

Double page spread

Trim – 210 x 297mm
Bleed – 216 x 303mm

Full page

Trim – 93 x 130mm

Quarter page

Trim – 190 x 130mm

Half page (horizontal)

Trim – 93 x 268mm

Half page (vertical)

Trim – 93 x 65mm

Quarter page strip.

Mechanical Requirements

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 Emily in the production department on 020 3598 4630.

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.

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 those 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.

Testimonials

“I've just seen the editorial you have done on us in the latest FST and would like to thank you personally. I am 100% happy with it (a very rare event!). Everything about the article is highly professional - choice and size of photographs, layout fonts etc. I only wish other trade magazines would take note.”

Steve Soult
Steve Soult Limited

“In the past few years I have placed many advertisements for my company with you at Funeral Service Times and have found your service to be nothing short of excellent. The manner in which you deal with any queries or questions has been faultless, leaving me without questions whether or not I would continue to use you in the future. I just wanted to show my appreciation to you as I don't often get the level of professionalism you and your team have shown me and my company.”

Stuart Hughes
Phoenix Marble & Granite

A Guaranteed Circulation

Every month we publish a docket from the Royal Mail offering a guarantee to the advertiser that we deliver. We will reimburse any advertiser pro rata, if we do not. Funeral Service Times is the only publication for Funeral Professionals that offers a guarantee of its circulation to its advertisers.

Funeral Service Times - a circulation you can trust.

Collection receipt FUNERAL SERVICES T 0057619
Customer Services - 01628 816768 TIME - JAN 2017

1. Collection Details	2. PremierSort PremierSort Flex FirstSort	3. AllSort																																																																												
Customer name: DRECT SOLUTIONS Date: 06.01.17 Customer ID: 156 Collection address: 7 FREEDAY CL OAKWOOD RD. EST. CULVERTON - ON - SEA PO15 4TR Vehicle number: Appt time: 2:30 PM Departure time: 2:45 PM Driver name: J CARTER Signature: J CARTER Customer name: J. MEAD Signature: J. MEAD	<table border="1"> <thead> <tr> <th>SERVICE</th> <th>ITEMS</th> <th>FRAYS</th> <th>MAGAZINE</th> </tr> </thead> <tbody> <tr> <td>PremierSort Letter - 2 day</td> <td></td> <td></td> <td></td> </tr> <tr> <td>PremierSort Letter - 3 day</td> <td></td> <td></td> <td></td> </tr> <tr> <td>PremierSort Light large letter - 3 day</td> <td>5,814</td> <td></td> <td>3</td> </tr> <tr> <td>PremierSort Heavy large letter - 3 day</td> <td></td> <td></td> <td></td> </tr> <tr> <td>PremierSort Packet - 3 day</td> <td></td> <td></td> <td></td> </tr> <tr> <td>PremierSort Fax Letter - 2/3 day</td> <td></td> <td></td> <td></td> </tr> <tr> <td>PremierSort Fax Large letter - 3 day</td> <td></td> <td></td> <td></td> </tr> <tr> <td>FirstSort Letter - V2 day</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	SERVICE	ITEMS	FRAYS	MAGAZINE	PremierSort Letter - 2 day				PremierSort Letter - 3 day				PremierSort Light large letter - 3 day	5,814		3	PremierSort Heavy large letter - 3 day				PremierSort Packet - 3 day				PremierSort Fax Letter - 2/3 day				PremierSort Fax Large letter - 3 day				FirstSort Letter - V2 day				<table border="1"> <thead> <tr> <th>QUANTITY</th> <th>Magazines</th> <th>Yards</th> <th>Bags</th> <th>Trucks</th> </tr> </thead> <tbody> <tr> <td>ALL SORT</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <th>QUANTITY BY SERVICE</th> <th>Letter</th> <th>Large letter</th> <th>Packet</th> <th>Fax letter</th> </tr> <tr> <td>ALL SORT</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <th>QUANTITY BY SERVICE</th> <th>Magazines</th> <th>Yards</th> <th>Bags</th> <th>Trucks</th> </tr> <tr> <td>ALL SORT</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>EXTENSION</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>BPC</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>TRUCK FOOT USE ONLY</p> <p>Goods in name Goods in signature</p>	QUANTITY	Magazines	Yards	Bags	Trucks	ALL SORT					QUANTITY BY SERVICE	Letter	Large letter	Packet	Fax letter	ALL SORT					QUANTITY BY SERVICE	Magazines	Yards	Bags	Trucks	ALL SORT					EXTENSION					BPC				
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White Only Wheel Dimensions, Silver Copy Wheel Accounts, Blue Copy Wheel Local, Green Copy Transport, Pink Clear Customer

Terms & Conditions 2017

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 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. Any complaint concerning the reproduction of an advertisement must be lodged in writing within 28 days of the publication date.

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. All discounts are offered on the basis that payment terms are strictly adhered to. If payment is not received within 60 days, the Publisher reserves the right to charge for all invoices outstanding at the full published rate card for the space booked.

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 with 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. Please note that all telephone calls are recorded. Errors and Omissions Exempted.