

# FUNERAL & CREMATION *Solutions*

# 2026

# MEDIA KIT



**Your Guide for Funeral Industry Business Strategies**



# PRINT AUDIENCE

Reach decision makers with your targeted marketing message by advertising in the #1 Guide for Funeral Industry Business Strategies.

**6,102**

DIGITAL EMAIL AUDIENCE

**16,001**

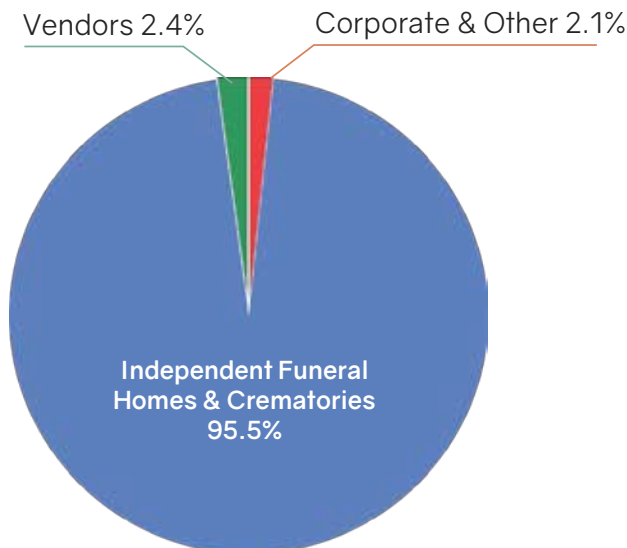
PRINT AUDIENCE

*Funeral & Cremation Solutions Magazine* reaches nearly 100% of the independent funeral homes & crematories 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 & Cremation Solutions*.

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.

## Funeral & Cremation Solutions Magazine CIRCULATION



## WHY ADVERTISE IN FCS?

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

**FREQUENCY:** We reach our readers in print at least 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.

# WHY CHOOSE FCS MAGAZINE? BY THE NUMBERS...

**16,000<sup>+</sup>** The number of industry professionals who receive our magazine across the United States. The largest distribution of any glossy print magazine in the funeral industry. Spend just pennies to reach thousands of funeral and cremation professionals.

**95%** The percentage of our readers who are either funeral & cremation business owners or managers. Funeral & Cremation Solutions reaches the people in funeral establishments who make buying decisions.

**\$0** The cost the audience pays. Our readers do **not** have to be members of a trade organization, attend trade shows, or pay for a subscription to get Funeral & Cremation Solutions Magazine delivered to their door.

**6** Our issues per year. We believe a bi-monthly publication is ideally suited to bring readers the news and innovations evolving in a traditional industry with well-established practices. As more than one reader has told us, "2 months between issues means I might finish reading the last one in time for the next issue!"

**1/2** The amount you'll save compared to 12-issue publications. Our comparable per-issue rates and lower frequency makes it reasonable to add FCS to your marketing plan. Reach those firms who can't get away to attend trade shows, don't pay for subscriptions, and aren't members of national trade organizations.

# 2026

## ADVERTISING RATES AND SPECIFICATIONS

STANDARD POSITIONS	1X	3X	6X
2 Page Spread	\$4,895	\$4,775	\$4,655
Full Page	\$2,695	\$2,575	\$2,455
1/2 Page	\$1,895	\$1,775	\$1,655
1/3 Page	\$1,395	\$1,275	\$1,155
1/4 Page	\$1,195	\$1,075	\$955

PREMIUM POSITIONS	1X	3X	6X
Cover 1 (Front Cover)	\$9,995	N/A	N/A
Inside Front Cover	\$3,595	\$3,475	\$3,355
Inside Back Cover	\$3,495	\$3,375	\$3,255
Outside Back Cover	\$4,095	\$3,975	\$3,855
Inside Front Cover (Right)	\$3,495	\$3,375	\$3,255

**TERMS:** Terms and policies are spelled out in the Funeral & Cremation Solutions 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

**TWO PAGE SPREAD (DOUBLE TRUCK)**

With Bleed:  
17.00 Wide x 11.125 Tall

Without Bleed:  
16.75 Wide x 10.875 Tall

**FULL PAGE**

With Bleed:  
8.625 Wide x 11.125 Tall

Without Bleed:  
8.375 Wide x 10.875 Tall

**1/2 PAGE HORIZONTAL**

7.375 Wide x 4.875 Tall

**1/2 PAGE VERTICAL**

3.6875 Wide  
x  
9.75 Tall

**1/3 PAGE SQUARE**

4.875 Wide  
x  
4.875 Tall

**1/3 PAGE HORIZONTAL**

7.375 Wide x 3.25 Tall

**1/4 PAGE VERTICAL**

3.6875 Wide x 4.875 Tall

**1/4 PAGE HORIZONTAL**

7.375 Wide x 2.437 Tall

**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 & Cremation Solutions is not responsible for color reproduction and cannot be responsible for returning proofs.

# 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 major industry shows, FBS 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

ICCFA CONVENTION & EXPO  
APRIL 29 - MAY 1 | FORT WORTH, TEXAS

## NFDMA/CANA JULY/AUGUST

\*BONUS DISTRIBUTION AT THE SHOW

NFDMA CONVENTION & EXPO  
AUGUST 1-5 | TAMPA, FLORIDA

## NFDA SEPTEMBER/OCTOBER

\*BONUS DISTRIBUTION AT THE SHOW

NFDA CONVENTION & EXPO  
OCTOBER 25-29 | CHARLOTTE, NORTH CAROLINA

GET YOUR 1/3RD PAGE LISTING AS ONE OF THE MUST SEE COMPANIES = \$399 PER ISSUE

# COMPANY SPOTLIGHT 2-PG SPREAD

Available to our full-page advertisers, the company spotlight features your full-page ad next to a full-page interview about your company's products, services, and history. Think of it like that conversation you have in person at conventions or sales meetings with a potential new client. Use the company spotlight up to once per calendar year to give readers a better idea of who you are and what services or products you provide.



AVAILABLE ONCE PER CALENDAR YEAR TO FULL-PAGE ADVERTISERS - SUBJECT TO AVAILABILITY

# GET FEATURED ON THE COVER



COVER SPONSORSHIP INCLUDES THE COVER ART & TITLE, 2-PAGE COVER STORY AT CENTER OF MAGAZINE, ADDITIONAL AD IN ANOTHER SECTION.



**LIMITED TIME OFFER**

**tukios** **ONE TIME ONLY!**

Website Creation ~~\$1,999.95~~ \$0.00  
 Hosting Fees ~~\$99.95~~ \$0.00  
 Lead Tools ~~\$199.95/Mo~~ \$0.00  
 Event Management ~~\$99.95/Mo~~ \$0.00  
 AI Integrated Tools ~~\$99.95/Mo~~ \$0.00

**TOTAL \$3399.75**  
**\$0.00**

Visit our website now!  
[www.tukios.com](http://www.tukios.com)

Small disclaimer text at the bottom of the ad.

Sponsoring the cover and cover story for a particular issue is a great way to reach an even wider audience by controlling the center spread (2-page story) that you can use to tell your company's origin story, highlight a new product/service, or bring attention to a new initiative or innovation you're currently championing in the industry.

The cover is what all readers see when they first receive the magazine and will be visible at all times, even when the magazine is just sitting on a desk or side table waiting to be read. Our research and experience tells us that funeral industry readers hold onto magazines for 1-4 years because they have either bookmarked specific articles or ads for later reference or they are planning to make a purchase in the coming months and an ad or article in the magazine is part of their research.

While the list price for a cover sponsor is \$9,995, ask us about discounts for specific issues.



**A Growing Opportunity for Funeral Professionals**

**KRAUSE AGENCY**

Enhance your preneed offerings by helping families protect more assets and obtain financial assistance for long-term care.

When you offer a Medicaid planning case to The Krause Agency you get **Separable** assistance, plus:

- Brand loyalty and market differentiation for your funeral home
- Peace of mind that your clients are taken care of
- A competitive referral bonus

Learn more and get started today!  
[thekrauseagency.com/director-referral](http://thekrauseagency.com/director-referral)

COVER SPONSORSHIP INCLUDES THE COVER ART & TITLE, 2-PAGE COVER STORY AT CENTER OF MAGAZINE, ADDITIONAL AD IN ANOTHER SECTION.

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# RECOGNIZE YOUR BEST CLIENTS

In each of our 6 issues per year, we publish a FUNERAL HOME SUCCESS STORY about a firm somewhere in the United States. Most of these are recommended to us by our advertisers.

There is no cost to recommend a firm to be recognized. The program is a great way for you to reward your best clients with nationwide recognition of their hard work and accomplishments.



## JULY/AUGUST CHANDLER FUNERAL HOME CALDWELL, OHIO

## SEPTEMBER/ OCTOBER GORDON MORTUARY BLACKSBURG & GAFFNEY, SOUTH CAROLINA



# NOMINATE YOUR INDUSTRY PEERS

We value our advertisers' opinions when it comes to who deserves to be recognized for their contributions to the industry. We would love to hear your nominations for those in the industry who should be featured in our Industry Spotlight each issue. There is no cost associated with this nomination. We simply ask that you do not nominate yourself and that the person you nominate has experience in the industry to share their ideas and knowledge with our readers. Nomination does not guarantee that the individual will be chosen.

### INDUSTRY SPOTLIGHT

#### Chris J. Boots of Funeral Professionals Insurance

**What is the most challenging aspect of your career?**  
The most challenging aspect of my career is the constant need to stay on top of the latest industry trends and regulations. The funeral industry is constantly evolving, and it's crucial to stay informed to provide the best service to our clients.

**What is your favorite thing about your job?**  
My favorite thing about my job is the opportunity to help families during their most difficult time. It's a privilege to provide the support and guidance they need during such a challenging period.

**What is your biggest goal for the future?**  
My biggest goal for the future is to continue to grow our business and expand our services to better serve our clients. I want to ensure that we are always providing the highest quality of service and support.

### INDUSTRY SPOTLIGHT:

#### Randy Koufal of RK Productions

**How did you get started with your company?**  
I started RK Productions in 2014 as a passion project. I had always been interested in video production, and I saw a need for high-quality, professional video services in the funeral home industry.

**What is the biggest challenge you face in your industry?**  
The biggest challenge I face is the constant need to stay on top of the latest technology and trends in video production. It's crucial to invest in the right equipment and software to provide the best service to our clients.

**What is your biggest goal for the future?**  
My biggest goal for the future is to continue to grow our business and expand our services to better serve our clients. I want to ensure that we are always providing the highest quality of service and support.

WHILE WE ACCEPT NOMINATIONS FROM ANYONE, SPECIAL CONSIDERATION GIVEN TO ADVERTISERS

# 2026 EDITORIAL CALENDAR

## January | February 2026

Ad Closing: December 23, 2025

Materials Due: January 3, 2026

## March | April 2026

### • ICCFA Preview

Ad Closing: February 24, 2026

Materials Due: February 27, 2026

### BONUS DISTRIBUTION

ICCFA ANNUAL CONVENTION

April 29 - May 1

Fort Worth, Texas

## May | June 2026

Ad Closing: April 24, 2026

Materials Due: April 24, 2026

## July | August 2026

### • NFDMA / CANA Preview

Ad Closing: June 23, 2026

Materials Due: June 25, 2026

### BONUS DISTRIBUTION

NFDMA ANNUAL CONVENTION

August 1 - 5

Tampa, Florida

## September | October 2026

### • NFDA Preview

Ad Closing: August 25, 2026

Materials Due: August 27, 2026

### BONUS DISTRIBUTION

NFDA ANNUAL CONVENTION

October 25 - 29

Charlotte, North Carolina

## November | December 2026

Ad Closing: October 21, 2026

Materials Due: October 23, 2026

## 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 & Cremation Solutions magazine is distributed at numerous association events. Participation subject to change.

For more info, contact Caity Soelberg

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FUNERAL & CREMATION SOLUTIONS MAGAZINE IS PUBLISHED BY DUNCAN STUART TODD

[www.fcsmagazine.com](http://www.fcsmagazine.com)