

# *FDM* MEDIA & SALES INFORMATION PACK

The Voice of the Profession

# 2026



# Leading the Way

## Reach the Decision Makers That Matter

In continuous circulation since 1921, *FDM* brought to you by the National Association of Funeral Directors has established itself as the trusted voice of the UK funeral profession. Today, it is read by 97% of decision makers within the NAFD membership, the very people shaping the future of the sector and making critical purchasing decisions. With distribution reaching thousands across the industry, *FDM* ensures your message lands in the hands of the audiences that matter most.

But the influence of *FDM* doesn't stop there.

Our readers regularly share the magazine with colleagues, peers, and teams, extending its reach far beyond the original recipient and ensuring your message is seen, discussed, and acted upon across multiple levels of the profession. This unique pass-along value means that every advertisement in *FDM* delivers significantly more impact than the average industry publication.

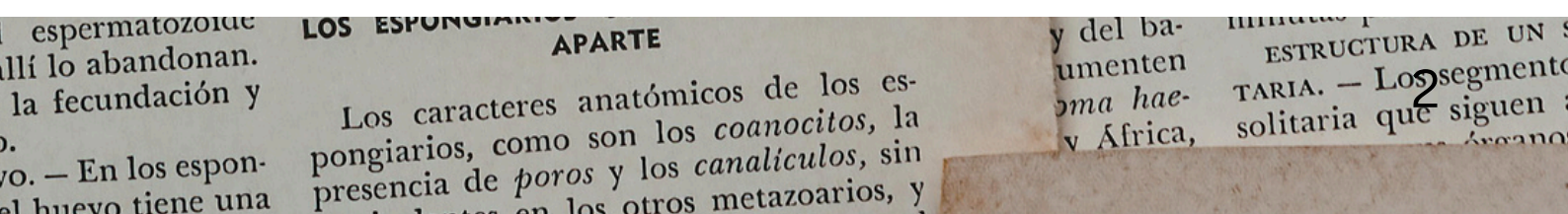
Businesses know that when they choose *FDM*, they are aligning their brand with an award-winning publication renowned for its integrity, quality, and ability to connect suppliers with decision makers.

With its unrivalled circulation and respected editorial voice, *FDM* stands as one of the most effective business-to-business platforms in the UK, a magazine that delivers visibility, credibility, and measurable marketing value.

And when you advertise with us, you're not simply buying space. You're gaining access to a powerful, targeted marketing resource that positions your products and services directly in front of those who matter most: funeral directors, owners, and managers who make the purchasing decisions that drive this sector forward.

## We Offer

- High-impact display and classified advertising
- Advertorial opportunities to tell your story
- Editorial contributions to themed features on key sector topics
- Sponsorship of NAFD events



# 2026

# Editorial Calendar

Our 2026 Editorial Calendar showcases monthly themes that engage and inform funeral professionals. It ensures consistent, impactful content year-round. Advertisers can align their messages with these themes to maximise relevance, visibility, and impact within the sector.

## January

*FDM* will be looking to feature **innovations** shaping the UK funeral sector, highlighting new ideas, services, and solutions driving the profession forward.

## March

*FDM* reviews **Scotland's funeral regulation** a year on, examining its impact, challenges, successes, and what it might mean for the profession across the UK.

## May

*FDM* highlights how funeral professionals serve **diverse communities**, celebrating inclusivity, cultural awareness, and the importance of respecting traditions with sensitivity.

## July

*FDM* examines **health and wellbeing** in the profession, highlighting support, resilience, and initiatives that prioritise both staff and community care.

## September

*FDM* investigates **crisis management** in funeral services, sharing strategies, lessons learned, and guidance on navigating unexpected challenges with professionalism.

## December

*FDM* examines **emerging business trends**, examining their effect on funeral businesses, families, and the wider profession's ability to adapt.

## February

*FDM* focuses on **renewal**, examining opportunities for growth, reinvention, and the ways funeral professionals adapt and thrive in changing times.

## April

*FDM* explores how to create **memorable funerals**, highlighting creativity, personalisation, tradition, and the practices shaping meaningful final farewells.

## June

*FDM* traces the **evolution of funeral vehicles**, honouring their heritage while exploring innovation, new design, and the role of transport in funeral ceremonies.

## August

*FDM* showcases **funeral home design**, from welcoming spaces to modern facilities, reflecting changing expectations and future focused services.

## November

*FDM* spotlights excellence in **care of the deceased**, exploring best practice, dignity and the evolving standards shaping funeral services throughout the UK.

For editorial requirements contact  
[editor@nafed.org.uk](mailto:editor@nafed.org.uk)



# Advertising Rates & Layouts

Explore our diverse advertising opportunities for maximum impact.



INCREASE BRAND VISIBILITY



ENHANCE AUDIENCE ENGAGEMENT



BOOST REVENUE CHANNELS

| Advertisement Size | Non-NAFD member | NAFD Member |
|--------------------|-----------------|-------------|
| Double page        | £1,350          | £1,147      |
| Full page          | £850            | £722        |
| Half page          | £490            | £416        |
| Quarter page       | £298            | £253        |
| Eighth page        | £195            | £165        |

## Special Positions

| Special Position   | Non-NAFD member                       | NAFD Member     |
|--------------------|---------------------------------------|-----------------|
| Outside Back Cover | £287                                  | Additional £250 |
| Inside Front Cover | £287                                  | Additional £250 |
| Inside Back Cover  | £172                                  | Additional £150 |
| Loose Inserts      | Please enquire for a cost and weights |                 |

All figures quoted are subject to VAT

## Discounted Rates

| Series Booking         | Discount Applied |
|------------------------|------------------|
| 3-5 consecutive issues | 5%               |
| 6 consecutive issues   | 10%              |
| All issues             | 15%              |
| Registered Charity     | 10%              |

## Advertising Size Layouts



# Publicity Choices

## Ways to Promote



Make a splash for your brand with a single or double page spread advertorial, combining images, editorial and branding.



Insert your marketing material inside the *FDM* or within our compostable paper packaging.



The funeral sector works closely with charitable organisations to boost in-memory giving. Why not promote your charity to an important target market through a page of branded editorial with a paid half page advertisement.



Create an impact with full, half, quarter and eighth page positions available throughout each edition, with special positions available, including the inside front cover and outside back cover.



We welcome advertisers to contribute ideas and commentary on their specialist markets. You can choose to place your advertisement alongside the feature, near your editorial (NAFD members only), or within the run of magazine for added brand impact. Editorial inclusion is also available with the purchase of an advertisement in the same edition for non-NAFD members.

## Contact Us for More Information



[sales@nafd.org.uk](mailto:sales@nafd.org.uk)



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