



THE BIFD JOURNAL

2012 MEDIA PACK

The BIFD journal was launched along with the Institute in 1982 with the specific objective to become the flagship publication for the professionally qualified funeral director in Great Britain. We are pleased to have achieved this aim with the Journal now widely respected throughout the profession as a must read magazine.

Being published quarterly to a high standard, the BIFD Journal contains a broad range of interesting and informative editorial/articles, designed to inform and raise debate, covering member and industry news, rules/regulations, product launches, case studies, continuous professional development, education and important topics which will reflect on the past and impact on the future of the funeral industry in Great Britain.

BIFD Journal is distributed quarterly to all members/companies throughout the UK and is also used as a key promotional vehicle for the British Institute of Funeral Directors when recruiting new members and general promotion within the sector.

The marketing opportunities for your company to promote your products and services to the influential readership of the BIFD journal are considerable.

Being the leading Institute at the forefront of the funeral sector, The British Institute of Funeral Directors strive to offer the highest standards to their membership by way of high quality accreditations, ongoing training by qualified tutors and professional status, thus these key attributes lead to enhanced client confidence.

Advertising your products and services to members of the BIFD will ensure that your company retains direct access to the cream of the industry, with considerable weight and influence in terms of purchasing power.

Ad Sizes and Rates and Inserts

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B	Full Page (in type area) w 185 x h 266mm	£525
C	Half Page (landscape) w 185 x h 130mm	£345
D	Half Page (portrait) w 90 x h 266mm	£345

E Quarter Page (portrait) w 90 x h 130mm	£200
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Special positions

Inside Front Cover	£650
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Inserts

An economical way to distribute your literature

£price on application depending on weight
Maximum size w 210 x h297 mm

Discounts available for multiple issue bookings

For all advertising enquiries please contact:

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