

2025-2026

Media Kit

The SCOPE



*The Official Publication of the
National Funeral Directors
& Morticians Association, Inc.*



Join The SCOPE

I hope this communication finds you well. You are cordially invited to participate in *The SCOPE Magazine*, the official publication of the National Funeral Directors and Morticians Association, Inc. (NFDMA, Inc.). Our magazine serves as a vital resource for professionals in the funeral industry, providing insights, trends, and best practices that elevate our collective mission of serving families during their most challenging times.

As a contributor or advertiser, you will have the opportunity to reach a dedicated audience of funeral professionals who are eager to learn about innovative services, products, and ideas that can enhance their work. *The SCOPE Magazine* is published quarterly and is distributed widely to our members and stakeholders, ensuring maximum visibility for your contributions and advertisements.

We are currently seeking articles, industry insights, and advertising partnerships that align with our commitment to excellence in funeral service. Whether you have a unique perspective to share through a feature article, a case study, or a promotional advertisement for your products and services, we would be thrilled to collaborate with you.

Your participation will not only enhance the quality of our publication but also position your brand as a leader in the funeral industry. We believe that together we can create a meaningful platform that supports funeral professionals and fosters growth within our community.

If you are interested in contributing or advertising, please feel free to reach out to me directly at cornell2@nfdma.com or 770-969-0064. I would be happy to discuss the various opportunities available and how we can work together to make *The SCOPE Magazine* a valuable resource for our readers.

Thank you for considering this opportunity to partner with us. We look forward to the possibility of collaborating with you and making a positive impact in our industry.

In Continued Service,

Cornell W. Robinson-Cook, CFSP, CFSGM
Editor & Advertising Consultant
The SCOPE Magazine





Our Story

The National Funeral Directors and Morticians Association, Inc. has a rich history that spans across a century. Originally organized in 1924 as the Independent National Funeral Directors Association, under the leadership of R. R. Reed, it was established by a group of licensed funeral directors who aimed to maintain high professional standards for the betterment of the public and their own business community. While they had initially collaborated with the National Business League, it became evident that their full potential could only be realized through an association solely focused on the funeral industry.

In 1949, Robert "Bob" Miller, a Chicago funeral home owner, was elected as the association's first General Secretary. Ten years later, in 1957, the association adopted its present name, the National Funeral Directors and Morticians Association. In 2019, the term "An International Association" was added.

African American funeral directors have played significant roles in various historical events. For example, during the 1800s Yellow Fever epidemic, the Free African Society provided volunteers to assist the affected white population. These volunteers were responsible for gathering and removing the human remains.

In 1978, African American funeral directors traveled to Dover Air Force Base in Delaware to recover the victims of the Reverend Jim Jones Mass Casualty incident in Guyana. Many of these victims were then laid to rest by their loved ones in African American funeral homes. Andrew W. Nix, Jr., a member and past national treasurer of the National Funeral Directors and Morticians Association, managed the handling of the human remains from this tragedy.

The association's state association, The Georgia Funeral Service Practitioners Association, aided during the mass flooding in Albany, Georgia in 1994. They played a crucial role in relocating over four hundred displaced caskets from cemeteries throughout Albany.

In April of 1995, the National Funeral Directors and Morticians Association's State Association, the State Embalmers and Funeral Directors Association of Oklahoma collaborated with others in response to the Oklahoma City bombing, which claimed the lives of 168 people. Their collective efforts aimed to provide support and assistance during this tragic event.

Under the guidance of John McGuire, the lead Disaster Coordinator for Washington, DC, funeral directors traveled to Dover Air Force Base to receive the victims of the Croatian air crash. This group included Commerce Secretary Ron Brown and other members of his party.

The National Funeral Directors and Morticians Association encompasses several organizations within its association. These include: the National Ladies Auxiliary founded in 1952; the Birdies and the 100 Black Women in Funeral Service founded in 1993. The National Funeral Directors and Morticians Association, Inc, An International Association is composed of state and local associations spread across the United States, Canada, the Caribbean, Europe, and Africa.

Start Advertising Today

2025-2026 Editorial Calendar

Ad Sales Close

October 31, 2025
January 30, 2026
April 30, 2026
July 31, 2026

Artwork Due

November 15, 2025
February 13, 2026
May 15, 2026
August 14, 2026

Mailing

December 1, 2025
March 2, 2026
June 1, 2026
September 1, 2026

Net Advertising Rates

Size	1X	4X (Priced Per Issue)
Covers	\$2,500	\$2,000
Full Page	\$750	\$500
Half Page	\$500	\$250

(Covers include inside front cover, inside back cover, and the back cover.

All rates are for full-color advertisements.)

Specifications

Page Size

8.375" x 10.875" (trim)

Back Cover

8.375" x 8.3"

Full Page

8.375" x 10.875"

Half Page (Horizontal)

7.875" x 4.937"

Half Page (Vertical)

3.875" x 10"

Bleeds

Add 0.125"

(Full page ads are intended to bleed off the page,

please include an additional 0.125" of bleed area on each edge.

Please keep all important art and copy inset at least 0.25" from the page edge.)

DIGITAL FILE REQUIREMENTS

Submit all artwork in Mac-based program – Adobe

InDesign | Illustrator | Photoshop

We accept PDF files, press optimized. Please use Acrobat Distiller to create your PDF. Graphics should be set at a minimum resolution of 300dpi. All

colors must be created as process colors/CMYK.

Ads should be emailed to cornell2@nfdma.com.

PAYMENT TERMS

Make checks payable to:

NFDMA, Inc. | 6290 Shannon Parkway | Union City, Georgia 30291

You may also call the National Headquarters if you desire to use a credit card.

