PHAROS INTERNATIONAL

Media Pack 2027





Covers for 2026

The Cremation Society, a registered charity and company limited by guarantee, was established in 1874 and is recognised as the pioneer of cremation in Great Britain. Having campaigned for the legalisation of cremation in Great Britain, the Society built the very first crematorium for public use in 1885 in Woking, Surrey.

Since its formation, the Society has been committed to promoting the practice of cremation. It continues to work to promote best practice through conferences, regular publications and its collaborative work with other organisations across the funeral sector. You can find more details on the history and current work of The Cremation Society on www.cremation.org.uk

Pharos International is the official journal of The Cremation Society and the International Cremation Federation. It was founded in 1934 and became the official voice of the cremation movement. A dedicated statistics issue has been published since 2019 detailing trends and cremation data, both nationally and internationally.

Pharos International is published in digital and hard copy formats.

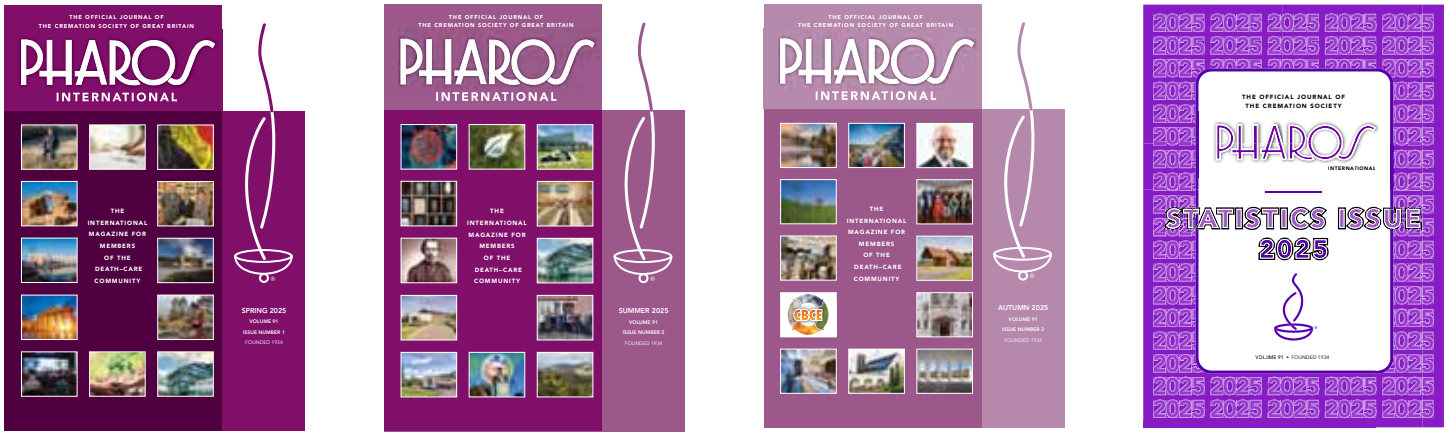
Other regular features include:

- Speakers' presentations
- UK cremation statistics
- International cremation statistics
- Latest events/issues/legislation
- Detailed reports
- News from all areas and aspects of the cremation industry
- Everything from technical, legislative and statistical, to features of general interest
- ICF News

Our readership includes crematoria personnel in the UK, private and public sector management, manufacturers, funeral directors, libraries – in fact, everyone involved, or just interested, in cremation both nationally and internationally.

Pharos International also circulates in the following countries:

Andorra, Argentina, Australia, Austria, Belgium, Brazil, Canada, China, Colombia, Cuba, Czech Republic, Denmark, Eire, Finland, France, Germany, Ghana, Greece, Guatemala, Haiti, Hong Kong, Hungary, Iceland, Israel, Italy, Japan, Luxembourg, Mauritius, Mongolia, Namibia, New Zealand, Poland, The Netherlands, Portugal, Romania, Russia, Serbia, Singapore, Slovenia, South Africa, South Korea, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Thailand, Trinidad, Turkey, United Kingdom, United States of America and Zimbabwe.



Covers for 2025

Rate Card per issue (plus vat)

COLOUR or MONO	
Full page	£585
Half page	£345
Quarter page	£225
Double page (centre spread)	£1,200
Double page	£950
Outside back cover	£775
Inside front cover/inside back cover	£675
Insertion of flyer	POA

- ***Attractive discounted rates for 4 issues available upon request***
- ***Agency Discount 10%***
- ***Complimentary copy of the subscription-only statistics issue of Pharos***

All rates shown above are exclusive of VAT which will be charged at the current rate



International statistics



CBCE conference reports



Authoritative legal news

Mechanical Details

Page size trimmed A4	297mm high x 210mm wide
Page size bleed (extra 4mm)	305mm high x 218mm wide
Type area	265mm high x 180mm wide
Half page advertisement landscape	130mm high x 180mm wide
Half page advertisement portrait	265mm high x 88mm wide
Quarter page advertisement landscape	65mm high x 180mm wide
Quarter page advertisement portrait	130mm high x 88mm wide
Gutter	4mm

Artwork

We can accept artwork supplied in the following ways:

- Hi Res PDF (300dpi, CMYK, 4mm bleed with crop marks)
- Generic EPS, TIFF, JPEG, PNG highest resolution
- QuarkXpress 2026 (.qxp)
- Photoshop 2025 (.psd)
- Illustrator 2025 (.ai)
- Or we can create your advertisement for you.
  (If *Pharos* has to create your artwork there will be an extra charge).

Sorry, but we are unable to accept Publisher or Word files as final artwork.

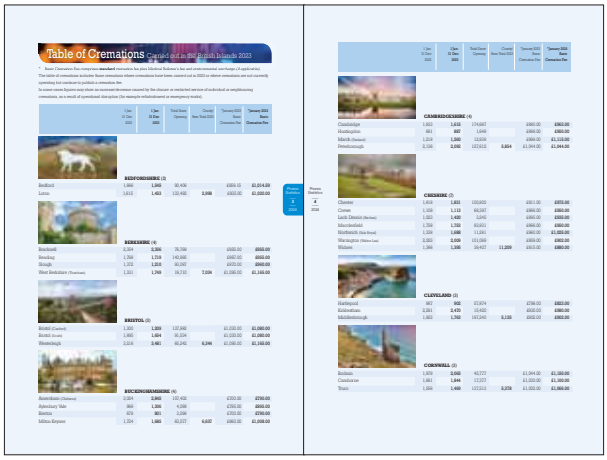
Please remember to include all fonts and images and a colour proof.
To be e-mailed to: pharos.international@cremation.org.uk.

Copy Deadlines

		Publication dates
Spring	4th January	Early March
Summer	29th March	Late May
Autumn	2nd August	Late September
Winter	4th October	Mid December



International news



UK statistics

Contact details

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Editorial content:
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ISSN 0048-3672



Round up of press cuttings



New Crematoria



Country Reports

Advertisement Booking Form

Company Name and Address:

Contact Name: Date of Order:

Tel: Your Ref:

Email: Order No:

Issue	Spring 2027	Summer 2027	Autumn 2027	Winter 2027
Size				
Colour/Mono				
Net (ex VAT)				

Please complete this form and return it to the publication office on page 5. Once your booking has been confirmed, a formal contract will be issued.

No payment is required until each advert has appeared in our publication and you are satisfied with the printed result.

If there is anything you would like to discuss in more detail or if you would like to see a hard copy of *Pharos,* please do not hesitate to give us a call.

★ ★ An attractive discount offered if all four adverts booked ★ ★

Standard conditions of acceptance

1. For the purpose of these conditions, 'Advertiser' shall refer to the Advertiser or his Agent, whichever is the principal and the 'Society' shall refer to The Cremation Society of Great Britain. 'Advertisement' shall include a loose insert where appropriate.
2. These conditions will apply to all advertisements for publication. Any other proposed condition shall be void unless incorporated in written instructions and explicitly accepted by the Society in writing.
3. All advertisements are accepted subject to Society's approval of the copy.
4. If it is intended to include in an advertisement a competition or a special offer of merchandise, other than that normally associated with the advertised product, full details must be submitted at the time of booking. The Society has no obligation to ensure the Advertiser fulfils the advertisement promotional or other incentive.
5. The Society reserves the right to omit or suspend an advertisement at any time for good reason, in which case no claim on the part of an Advertiser for damages or breach of contract shall arise. Should such an omission be due to the act or default of the Advertiser or his servants or agents then the space reserved for the advertisement shall be paid in full notwithstanding that the advertisement has not appeared. Such omission or suspension shall be notified to the Advertiser as soon as possible.
6. If the Society considers it necessary to materially modify the space or alter the date of insertion or position or make any other alteration, the Advertiser will have the right to cancel if the alterations are unacceptable, unless such changes are due to any emergency or circumstances beyond the Society's control. Every care is taken to avoid mistakes but the Society cannot accept liability for any errors due to any third parties, subcontracts or inaccurate copy instructions.
7. The Advertiser warrants that the advertisement does not contravene any Act of Parliament nor is it in any other way illegal or defamatory or an infringement of any other Party's rights or an infringement of the CAP Code.
8. The Advertiser will indemnify the Society fully in respect of any claim made against the Society arising from the advertisement (including but not limited to breach of another party's copyrights). The Society will consult with the Advertiser as to the way such claims are to be handled.
9. Advertisements rates are subject to revision at any time and orders are accepted on condition that the price binds the Society only in respect of the next issue to go to press. In the event of a rate increase, the Advertiser will have the option to cancel the order without surcharge or continue the order at the revised advertisement rates.
10. If an Advertiser cancels the balance of the contract, except in the circumstances set out in Clauses 6 or 9 above, he will be liable to 50% of the outstanding balance of the contract and relinquishes all rights to that series discount to which he was entitled previously and advertisements will be paid for at the appropriate rate.
11. Series discounts apply only to orders placed in advance and completed within one year of date of insertion. The Society reserves the right to surcharge in the event of insertions not being completed in the contractual period.
12. Charges will be made to the Advertiser or his Agent where the Society, Printers or Colour Reproducers are involved in extra production work owing to acts or defaults of the Advertiser or his Agent. These charges will be passed onto the Advertiser in respect of the publication. Complaints regarding reproduction of advertisements must be received in writing within one calendar month of the cover date, addressed to The Editor, *Pharos International*.
13. Credit accounts are strictly nett and payments must be received no later than 30 days after invoice date. Interest will be payable on all amounts after that date at a rate of 4% above the base rate of the National Westminster Bank plc, to be charged monthly. The Advertiser shall reimburse the Society for all costs and expenses (including legal costs) incurred in the collection of any overdue amount.
14. Where the Advertiser has undertaken to supply inserts which have been accepted and approved by the Society, the Society reserves the right to change the rate agreed if they fail to arrive at the agreed time and place for insertion. No obligation shall rest with the Society to include the precise number of inserts in a specific position.
15. Copy must be supplied by the Advertiser or his Agent without application from the Society. If copy instructions are not received by agreed 'copy date' no guarantee can be given that the proofs will be supplied nor corrections and the Society reserves the right to repeat the most appropriate copy or treat the booking as cancellation.
16. Advertiser's property, artwork, film, etc. are held at the owners' risk and should be insured by them against loss or damage from whatever cause. The Society reserves the right to destroy all artwork and film which has been in its custody for six months from the date of its last appearance and for which no written request for its return has been made.
17. The placing of an order will be deemed to be an acceptance of all the above conditions and shall be an express term of any contract. The order is liable to cancellation unless accepted by the supplier within twenty working days of the order. Acceptance shall be by means of any written acknowledgement or by printing the advert or by delivery of an invoice.
18. These conditions and all other express terms of the contract shall be governed and constructed in accordance with the Laws of England.