



## AdStudy® Report

The Director  
April 2025

Conducted By



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This report contains the results of an **AdStudy®**, conducted by SIGNET RESEARCH, INC. using ads from the Month 2025 issue of The Director.

Established in 1968, SIGNET RESEARCH, INC. is a leading provider of Ad Measurement studies specializing in publication, association, and advertising research. Signet combines cutting-edge technologies with a commitment to client customization through its proprietary AdStudies. The objective of the **SIGNET AdStudy®** is to measure Recall and Readership of ads that appeared in a particular issue.

Readers from the publication's circulation list are invited to participate in this online study. The invitation is sent after they receive the issue to be studied and before receiving the next issue. Participants are connected to a Signet website where they view the ads to be measured.

This report is based on returns from 344 respondents. In order to eliminate bias with regards to the order of viewing the ads, the sequence of viewing the ads was rotated.

By providing measurement scores to each ad and comparing it to others in the same issue, advertisers are given the opportunity to find new ways to better communicate with their audience and realize a stronger return on investment with their media buy. While these results represent a small sample of the magazine's total circulation, they do reflect the opinion and commentary of readers who are the most active, providing insight into how the general audience may react to the advertising.

**SCORES USED IN THIS REPORT****AdStudy Score**

A measure of ad exposure. It is calculated by adding the recall seeing and recall reading percentages.

**Recall Seeing**

The percentage of respondents who recalled seeing the advertisement in the issue.

**Recall Reading**

The percentage of respondents who read the advertisement.

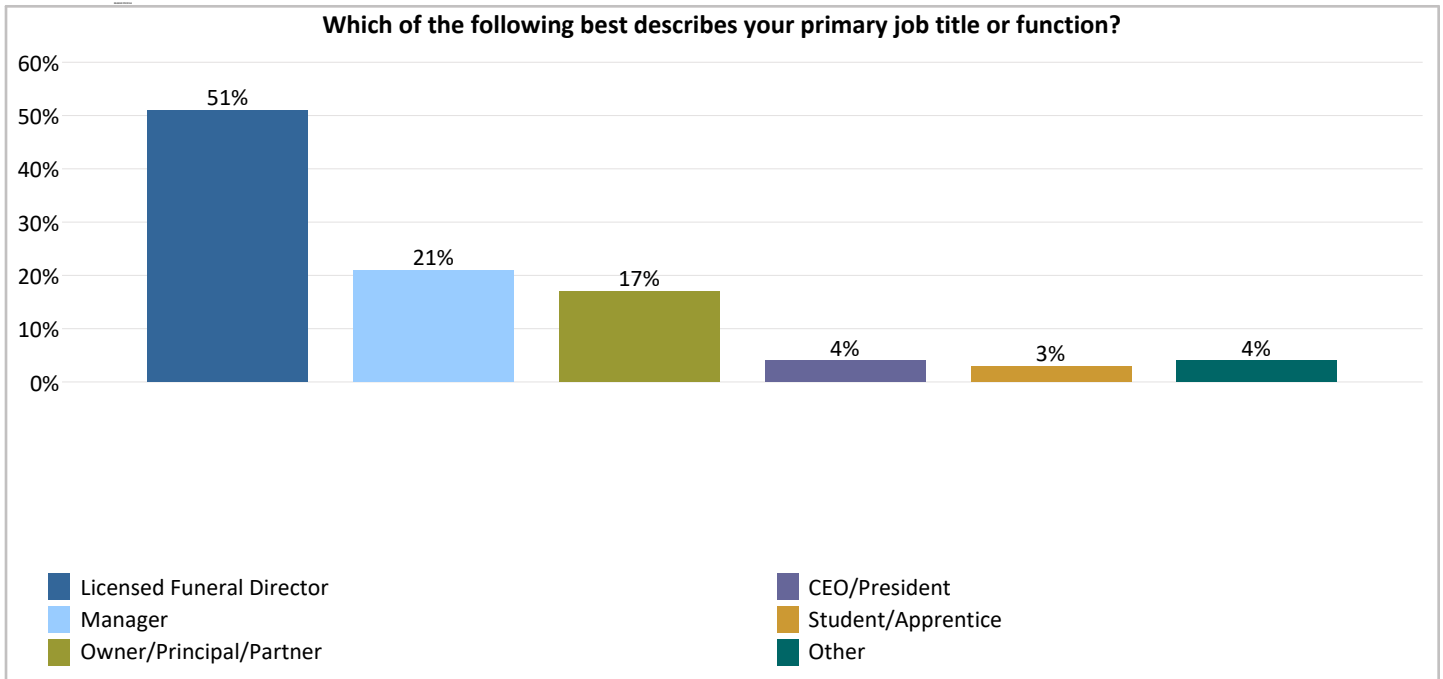
**Have Seen Salesperson**

the percentage of respondents who have seen a salesperson from the company advertising or sales representation for the product advertised.

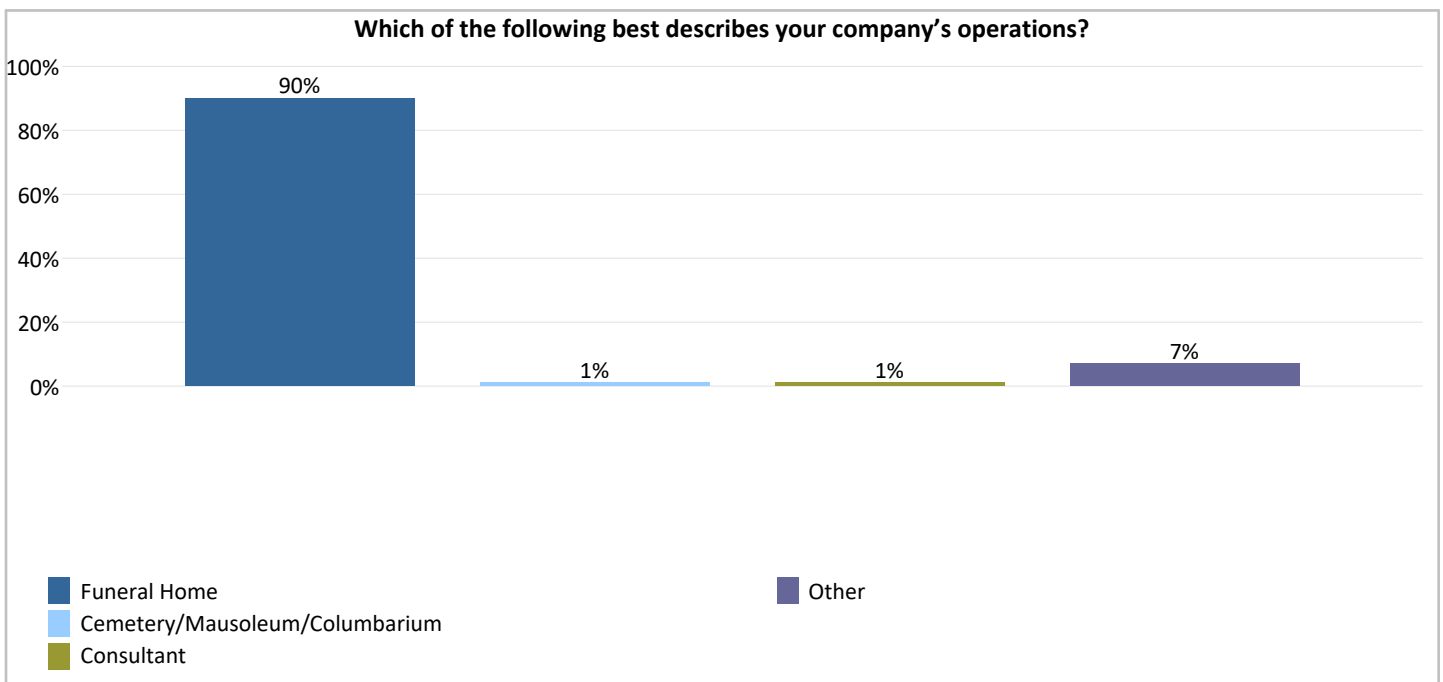
**Action Taken**

The percentage of respondents who read the ad and have taken or plan to take one or more of the following actions:

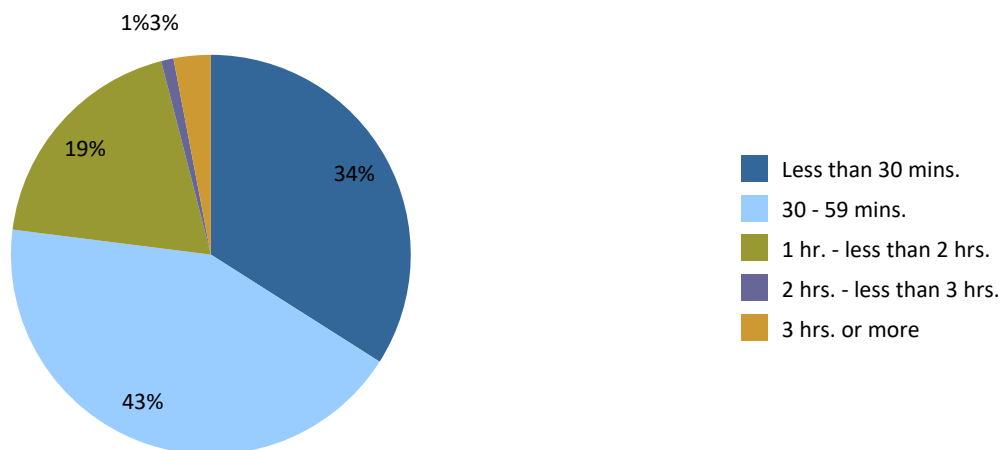
- Call advertiser/visit advertiser's website
- Recommend/specify/purchase products/services advertised
- Discuss ad with others or save for future reference
- Other action



Percentages may not add up to 100% due to rounding.



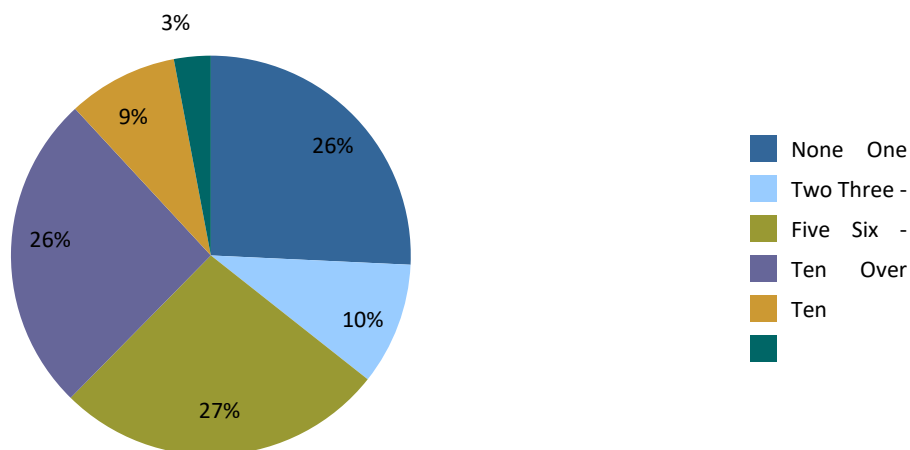
Considering all the times you pick it up, about how much time, in total, do you spend reading or looking through a typical issue of The Director?



**Mean (minutes): 49.3**

*Percentages may not add up to 100% due to rounding.*

How many people, other than yourself, usually read or look through your issue of The Director?



**Mean (pass-along): 2.7**

**Which of the following trade publications, other than The Director, do you receive personally addressed (mail or email) to you?**

Your State Association Publication	50%
Memorial Business Journal	41%
American Funeral Director	38%
YB News	31%
Funeral Service Insider	19%
Funeral Business Solutions	16%
Mortuary Mori (ICCF)	12%
Daily Hearse	10%
The Cremationist (CANA)	7%
American Cemetery & Cremation	4%
None of the above	22%

*Multiple responses permitted*

**Which of the following trade publications do you read regularly, that is 3 out of 4 issues?**

The Director	65%
American Funeral Director	25%
Memorial Business Journal	21%
YB News	21%
Your State Association Publication	21%
Funeral Service Insider	9%
The Cremationist (CANA)	6%
Funeral Business Solutions	6%
Daily Hearse	6%
Mortuary Mori (ICCF)	4%
American Cemetery & Cremation	0%
None of the above	13%

*Multiple responses permitted*

**Please indicate if you are involved, either as an individual or as part of a group or committee in the initiation, recommendation, specification, approval or purchase of any of the following products or services.**

Caskets/Urns	69%
Keepsakes	66%
Answering Services	22%
Stationery	49%
Transport/Shipping	37%
Insurance/Preneed	33%
Professional Services (Consulting/Accounting/Legal)	24%
Funeral home supplies	63%
Website/Software/IT/Streaming Professional	37%
Vehicles Other	25%
	16%

*Multiple responses permitted*

**Involved in One or More: 81%**

**What action(s) have you taken during the past year as a result of advertisements and/or articles in The Director?**

Bought products or services advertised	32%
Recommend/specified products	19%
Referred an ad/article to someone else in the company by passing along a tearsheet, photocopy or actual issue	29%
Discussed an ad/article with someone else in the company	41%
Requested additional information from a company, sales representative or distributor	13%
Visited an advertiser's website	49%
Other action	8%

*Multiple responses permitted*

**Took One or More Actions: 71%**



**In what format would you prefer to receive The Director?**

Print	71%
Online publication (replica of print publication in digital format)	12%
App	3%
No preference	14%

*Percentages may not add up to 100% due to rounding.*

**Please indicate if you agree with each of the statements below.**

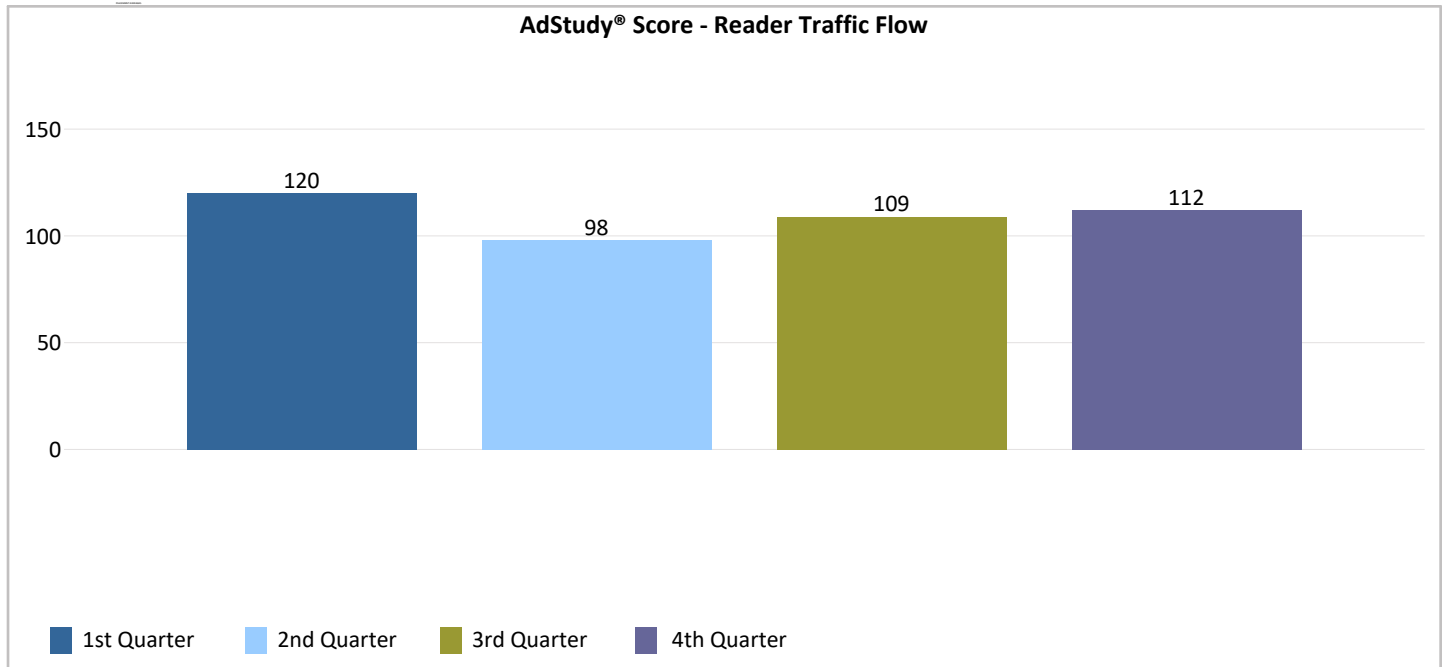
	<b>Yes</b>	<b>No</b>
The advertising in The Director educates and is an important part of the publication.	89%	11%
I read through The Director as much for the advertising as for the articles.	55%	45%
Companies that advertise build trust and are seen as a reliable source.	79%	21%
My respect for The Director could positively influence my opinion of advertisements appearing within.	76%	24%
An advertisement within The Director is more likely to be given consideration than direct vendor solicitation.	63%	37%

*Percentages may not add up to 100% due to rounding.*

Tell us how useful *The Director* is to you and how you use it in your job.

- I use The Director as a way of keeping up to date on our industry as a whole. It is my "go-to" after 30 years. My other organizations have great publications as well, but The Director is my first choice.
- I just enjoy looking through it. I like the ads and to see what is new in the industry.
- I like to read the articles about upcoming trends because it helps me be a more effective pre-planner.
- I appreciate the "continued education".
- It helps me have a greater understanding of the funeral industry as a student.
- Stay updated with trends or browse articles to challenge my thinking.
- I like to read the articles about real world scenarios, new inventive ideas, creative solutions, scams going around, success stories, etc.
- Very useful as being informative and keeping up with what's new in the industry.
- The Director is my favorite funeral service publication. I have been reading it since I was an apprentice.
- The last question was a tough one. That could go either way, depends on whether I'm happy with my current supplier or not. It's nice to see articles and see what other people are going through in the business.
- Excellent use of resources.
- Like to gain information not being done in this organization to better serve families.
- Regular source of encouragement, education, food for thoughts and actionable items.
- We keep past issues always on hand for reference.
- I enjoy taking the information from all aspects of funeral service and discussing it with my staff. We look to see if any of those elements or suggestions are viable to our business model and area.
- Funeral service tool.

- The Director keeps me updated on changing trends and employee relations. I also like reading obituaries, job vacancies and changes in business ownership. I did learn about "The Stepper" from Mortuary Lift Company by seeing the ad in The Director, which has become a benefit to our funeral home. New merchandise offerings and current events helps with my job as well.
- It's nice to see the new trends.
- Most useful. I like the editorials and articles.
- Have read it for 43 years. Great magazine.
- I prefer all the nice articles to perfect my professionalism and art of embalming.
- I like The Director, and I read it each month.
- I have been licensed for 10 years and just became an owner in 2025. I am always looking to expand my knowledge in the industry while looking at the best options to serve the families in our service area. Thank you for the excellent magazine.
- I enjoy it and feel part of a team.
- Discover new companies and some articles were interesting.
- I find some articles interesting and some ads have brought different products to my attention that will be helpful.
- I have taken a lesser role in the FH and do not read The Director hardly ever. However, when I did, I appreciated the articles as guides and enlightenment.
- I read it and share with others - the ads, articles, products, etc.

**PLACEMENT AVERAGES**

**The above are averages per 1/4 of the magazine**  
(i.e. 120 is the average score for the first 1/4 of the book)