

# BedTimes



# Media Kit



# 2022



## CONTACT INFORMATION

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VICE PRESIDENT OF ADVERTISING SALES

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# Make an impact through the business journal for the sleep products industry



A publication of ISPA, BedTimes is the only print and online news magazine devoted exclusively to sleep products manufacturers.

With editorial specifically aimed at sleep products professionals, the BedTimes print magazine, BedTimesMagazine.com, and BedTimes in Brief e-newsletter delivers exclusive industry news you won't find anywhere else.

**Building on the traditions started in 1917, BedTimes brings unparalleled industry knowledge and acumen to its readers.** We invest in in-depth stories that provide targeted information and guidance for both suppliers and manufacturers in the mattress industry.



# Audience

99.5% of BedTimes readers agree that “BedTimes strengthens my understanding of the mattress industry”

3 out of 4 readers share BedTimes content with at least one other person.

OUR READERS ARE DECISION-MAKERS:

Nearly 60% are president/CEO/executive

15%  
EXECUTIVE  
MANAGEMENT

42%  
C-SUITE  
EXECUTIVES



# Circulation

OUR READERS AGREE  
THAT BEDTIMES...

keeps them abreast of the  
latest news on components and  
manufacturing

is informative about  
bedding industry  
products/services

is fair and objective

contains articles that are  
relevant to their business  
needs/concerns

has ads that are relevant  
to their business needs

## PRINT STATS

**Circulation of 4,100**

**BedTimes reaches  
mattress industry  
executives in more  
than 70 countries**

## WEBSITE STATS

**Monthly unique  
visitors: 16,713**

**Monthly unique  
page views: 24,492**

## NEWSLETTER STATS

**Subscriptions: 4,186**

**Monthly average  
open rate: 28%**

Issue	Editorial Features	Ad Close	Materials Due
<b>January</b>	Shopping Lists for EXPO: BedTimes asks a variety of bedding manufacturers what they are shopping for at the upcoming ISPA EXPO. (Names of interviewees will not be published.) <ul style="list-style-type: none"> <li>• Adjustable Bases</li> <li>• Bonus distribution at Las Vegas Market</li> </ul>	December 1	December 8
<b>February</b>	Sustainability and the Circular Economy: BedTimes takes a broad economic look at a variety of industries to garner ideas on how to address global challenges. <ul style="list-style-type: none"> <li>• ISPA EXPO 2022 Preview</li> </ul>	January 5	January 12
<b>March</b>	ISPA EXPO 2022 Show Issue: A comprehensive directory for the industry's largest EXPO of sleep products components, machinery and equipment. <ul style="list-style-type: none"> <li>• Color Trends Report</li> <li>• The Hiring Crunch</li> <li>• What to Know about Web Privacy Policy Issues</li> </ul>	February 2	February 10
<b>April</b>	Logistics Management Trends: BedTimes explores recent advancements in efficient and effective transfer of products, including warehouse management, transportation and more. <ul style="list-style-type: none"> <li>• Las Vegas Wrap-Up</li> </ul>	March 2	March 11
<b>May</b>	ISPA EXPO 2022 Wrap-Up: BedTimes recaps the latest and greatest from the biennial trade show. <ul style="list-style-type: none"> <li>• CBD Products</li> </ul>	April 5	April 12
<b>June</b>	Cover Up: BedTimes reports on the newest in linens, mattress pads, protectors and encasements. <ul style="list-style-type: none"> <li>• Weathering the Weather</li> </ul>	May 5	May 11
<b>July</b>	Lessons from the Coronavirus: Like industries around the world, bedding manufacturing has been rocked by Covid-19. BedTimes talks to sleep products leaders about how they handled this unprecedented crisis. <ul style="list-style-type: none"> <li>• Ticking</li> <li>• Industry certification primer</li> <li>• Bonus distribution at Las Vegas Market</li> </ul>	June 2	June 9
<b>August</b>	Diversity, Equality and Inclusion: The workforce is increasingly diverse, but is your company's? We share best practices for committing to DEI. <ul style="list-style-type: none"> <li>• Polyurethane Foam</li> </ul>	June 30	July 12
<b>September</b>	Meet Generation Z: These are your youngest and future customers. How can you best reach them? What is shaping their shopping preferences and habits? <ul style="list-style-type: none"> <li>• Latex Foam</li> <li>• Las Vegas Wrap-Up</li> </ul>	August 2	August 10
<b>October</b>	The Changing Home in America: Are home builders designing homes differently in light of home optimization? Are bedrooms changing? <ul style="list-style-type: none"> <li>• Mattress Recycling Council Update</li> </ul>	September 1	September 13
<b>November</b>	Making It Stick: BedTimes surveys today's adhesives, which deliver easier, faster, stronger bonding. <ul style="list-style-type: none"> <li>• Buying Groups</li> <li>• High Point Market Wrap-Up</li> </ul>	September 30	October 10
<b>December</b>	2023 BedTimes Supplies Guide: The industry's only comprehensive listing of suppliers to the mattress industry <ul style="list-style-type: none"> <li>• Bedding Industry Discusses 2023</li> <li>• Economic Outlook for 2023</li> </ul>	October 26	November 9

calendar subject to change

# Rates



MEMBER PRINT RATES*	1X	6X	12X	18X	24X
FULL PAGE 4C	\$2,715	\$2,345	\$2,100	\$2,005	\$1,935
1/2 page 4C	2,090	1,835	1,675		
1/3 page 4C	1,470	1,235	1,120		
1/4 page 4C	1,340	1,140	1,035		
Cover II, III, IV: \$2,810					

Effective Nov. 30, 2020

\*There is a 20% surcharge for nonmembers of ISPA.

DIGITAL WEBSITE RATES	3 months	6 months	12 months
Billboard (970 x 250)	\$2,250	\$3,900	\$6,600
Super Leaderboard (970 x 90)	2,100	3,600	6,000
Leaderboard (728 x 90)	1,950	3,360	5,520
Medium Rectangle (300 x 250)	1,950	3,360	5,520
Half Page (300 x 600)	2,100	3,600	6,000

\* Mobile Sizes: 320 x 50 or 300 x 50 or 300 x 100 or 320 x 100

Sponsored Content	\$2,000
Interstitial (pop-up)	\$1,500/month

## Covers

Available only on a 12x basis and cannot be canceled. Notification must be given 60 days prior to contract expiration if not renewing.

## Position

For a set page position, rate plus 15%

## Classifieds

\$3.50 per word for the first 100 words and \$3 thereafter. Minimum \$90 charge. Advance payment required. Closing date is the first of the month preceding publication. For more information, contact Julie Lewis Dossey, at [jldossey@slepproducts.org](mailto:jldossey@slepproducts.org) or 571-482-5443.

## DIGITAL NEWSLETTER RATES

Positions 1 & 2	\$600/month
Positions 3-5	\$550/month
Positions 6-8	\$500/month

**Acceptable File Types: jpg, jpeg, gif (max 3 rotations), png, swf and flv (flv is flash)**

**Maximum allowable file size is 125kb.**

## FOR MORE INFORMATION

**Kerri Bellias**

**VICE PRESIDENT OF ADVERTISING SALES**

336-945-0265 [kbellias@slepproducts.org](mailto:kbellias@slepproducts.org)

# Mechanical Specifications



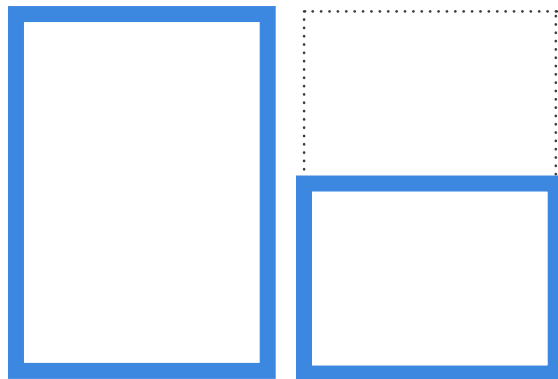
BedTimes' full page trim size is 8.5 x 11 inches. (Trim size is the actual document size.)



The live area of a full page ad is 7 x 10 inches. Keep all type and important information in the live area. (Type/information should be at least a 1/2 inch away from the trim edges.)

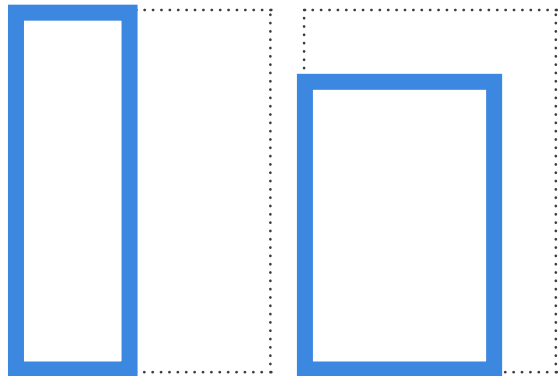


Bleed is any element or background extending outside of the trim of a full page or spread. (Add .125 inch to all edges of trim/document size.)



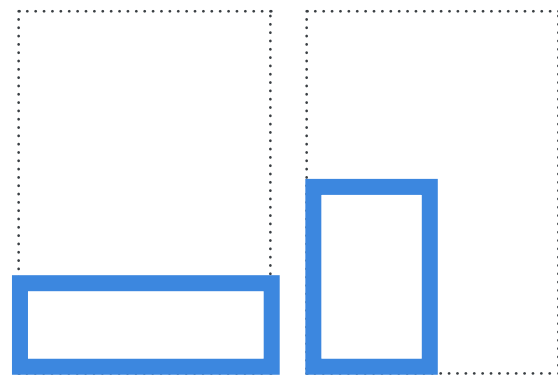
FULL PAGE

1/2 HORIZONTAL



1/2 VERTICAL

1/2 ISLAND



1/4 HORIZONTAL

1/4 VERTICAL

## Ad Sizes

Full Page with Bleed: Trim Size: 8.5 x 11 inches

> Bleed Size: 8.75 x 11.25 inches

> Live Area: 7 x 10 inches

Full Page with No Bleed: Ad & Live Area Size: 7 x 10 inches

Two Page Spread with No Bleed: Ad & Live Area Size: 16 x 10 inches

Two Page Spread with Bleed: 17.25 x 11.25 inches

1/2 Page Horizontal: 7.625 x 4.875 inches

1/2 Page Vertical: 3.75 x 10.125 inches

1/2 Page Island: 5.03125 x 7 inches

1/3 Page Vertical: 2.4375 x 10.125 inches

1/4 Page Horizontal: 7.375 x 2.5 inches

1/4 Page Vertical: 3.75 x 4.875 inches

## Material Requirements

- ✓ We require advertisers to send digital files.
- ✓ High-resolution PDF files are preferred for best printing.
- ✓ All images must be at least 300 dpi.
- ✓ PDF files should be made without crop marks, registration marks or color bars.
- ✓ Files should be CMYK only – no RGB or spot colors.
- ✓ PDF files must be correct trim size, with bleed where necessary and copy inside the live area.

## To Send Ads or Ask Questions

Email files to Julie Lewis Dossey, ad production and sales coordinator. Email or call for instructions to upload via FTP.

EMAIL: [JLDOSSEY@SLEEPPRODUCTS.ORG](mailto:JLDOSSEY@SLEEPPRODUCTS.ORG)

PHONE: 571-482-5443



# Supplies Guide

## The BedTimes Supplies Guide

is the only directory of components, machinery and service suppliers compiled specifically for the mattress manufacturing industry. Each year, the guide is produced in two easy-to-use formats: a print version published in the December issue of the magazine and an online version updated year-round.



### In Print

In the annual print guide, there are two listing sections – one alphabetical by company and one by product category.

### Online

In the online Supplies Guide, users can search by company, product or service category or keyword.

### Don't Be Left Out

To be included as a supplier in the December print edition, your company must have a complete listing in the online guide or be an advertiser in the issue. For online listings, contact our publishing partner, MultiView, at 972-402-7070 or [salesinquiries@multiview.com](mailto:salesinquiries@multiview.com) to book your listing.

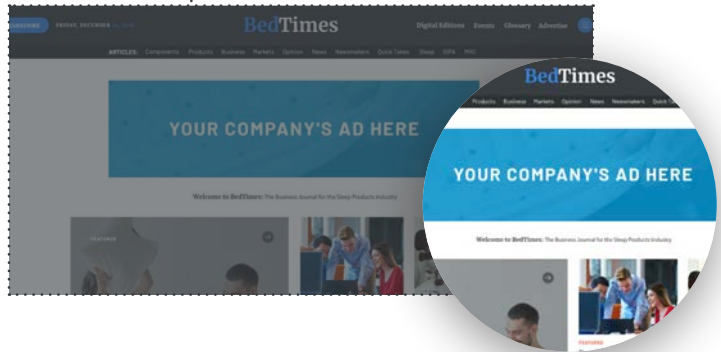
### How to Advertise

Your company also can advertise in the December print edition, which readers keep and refer to throughout the year. The deadline for inclusion is mid-October. Contact Kerri Bellias, vice president of advertising sales, at 336-945-0265 or [kbellias@sleepproducts.org](mailto:kbellias@sleepproducts.org).



# Digital Offerings

## Banner advertising



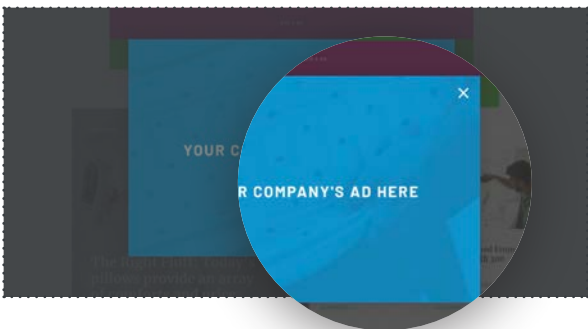
## Sponsored content



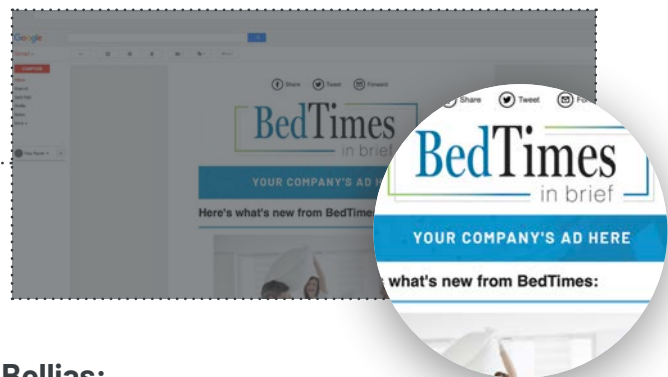
## Sponsored video



## Interstitials



## Email newsletter sponsorship



For more information and pricing contact Kerri Bellias:  
336-945-0265 kbellias@sleepproducts.org

[BedTimesMagazine.com](http://BedTimesMagazine.com)

# Be seen among relevant industry content

Banners run across all pages within the site. Mobile sizes are included with all banner advertising media buys.

Color: RGB | Format: JPEG, GIF | Max File Weight: 100kb

**NEW**  
**Super leaderboard**  
970 x 90

**NEW**  
**Billboard premium position**  
970 x 250

## Mobile Sizes

300 x 50 | 320 x 50  
300 x 100 | 320 x 100

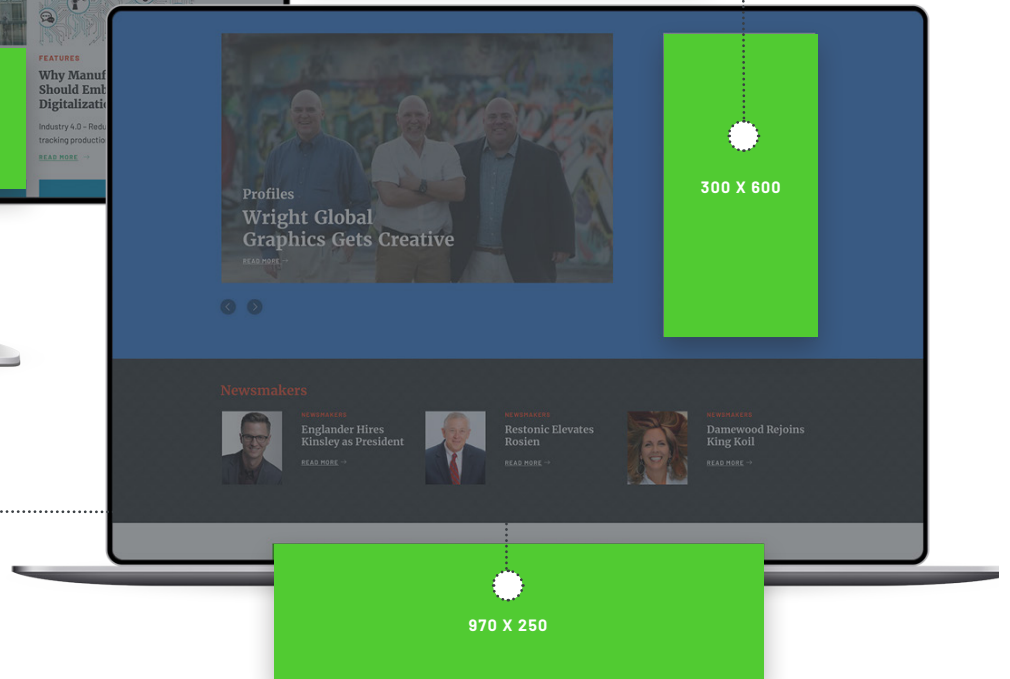
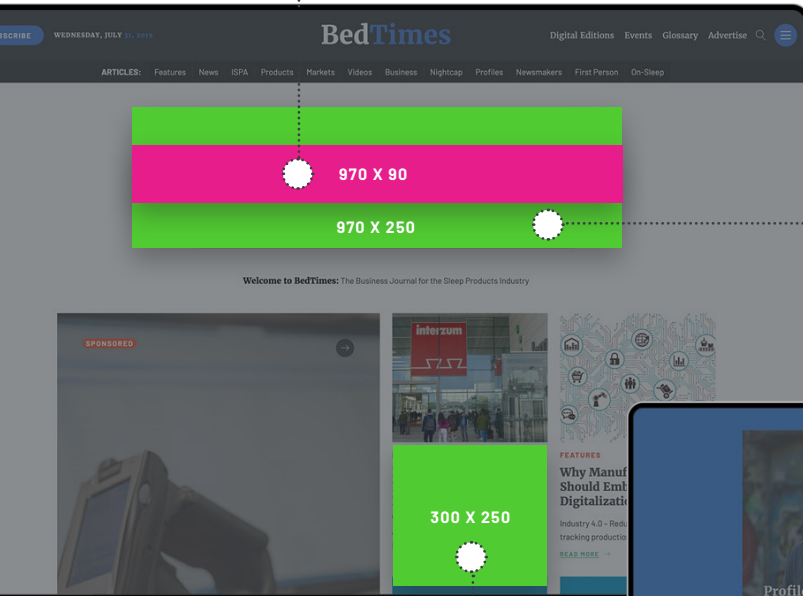
Included with every banner advertising buy.

**Leaderboard**  
728 x 90

**NEW**  
**Half page**  
300 x 600

**Medium rectangle**  
300 x 250

**NEW**  
**Internal Billboard**  
970 x 250



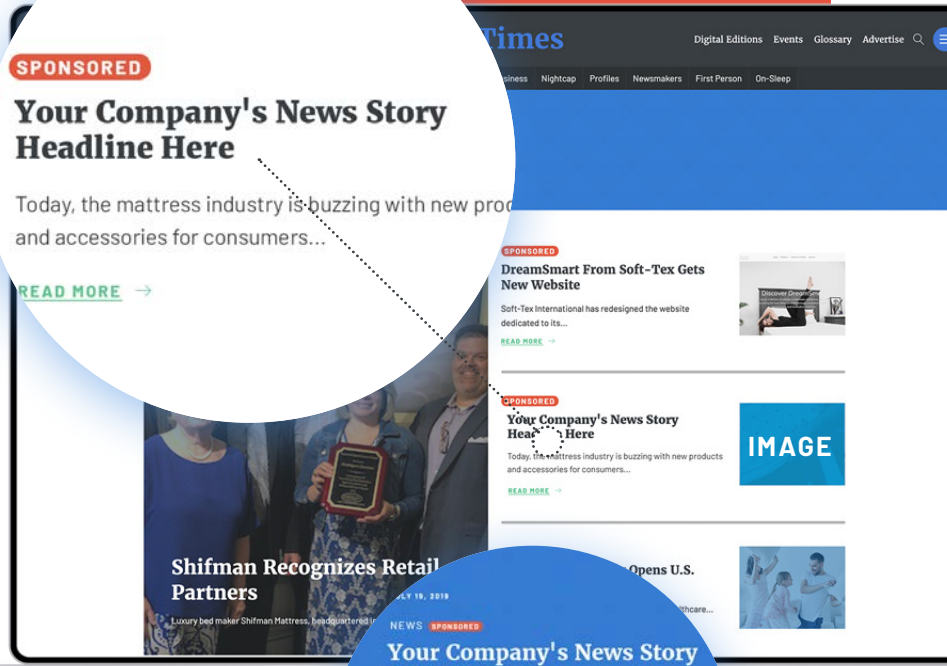
# Showcase your industry expertise and connect

## NATIVE DISPLAY

- ✓ **Headline**
- ✓ **Photo with caption and photo credit**
  - Featured image 500 x 500
  - Caption text maximum 50 words
- ✓ **Informational article, 600 to 800 words**
  - Note: We will copyedit and publish on BedTimesMagazine.com. It will be featured on the homepage for one month and posted on the site for one year. You may include a link to your website or product page.
- ✓ **Link to your website or product page**
- ✓ **Up to three banner ads on your product page**

### NOW AVAILABLE!

Sponsored content is seamlessly integrated within editorial content for an immersive, uninterrupted user experience. These sponsored units are sticky to the homepage for a month of sponsorship.



SPONSORED VIDEO

# Connect with visual content

VIDEO:  
COMPANY/PRODUCT SPOTLIGHT

## NEW CAPABILITY!

Video content is featured prominently on the homepage — sure to call attention to your message and help you connect with buyers and partners in a deeper and more meaningful way. All on your own terms.

✓ **Video**  
**(5-minute max)**

- Video source must be on YouTube or Vimeo

✓ **Headline**

✓ **100 words of copy**



## INTERSTITIALS

# High impact digital advertising

### HOMEPAGE PRESTITIAL

This full page digital overlay on the homepage acts as a gateway to [BedTimesMagazine.com](http://BedTimesMagazine.com), so your message receives 100% reach. Typically run as a 7-day promotion, the layover blows in once per day per unique visitor on desktop only and displays for 15 seconds.

- ✓ Average estimated impressions: 5,000+ weekly
- ✓ 640 x 480
- ✓ JPG, GIF, animated GIF only (no video)



- ✓ 300 x 250
- ✓ Impressions depend on length of promotion

### POP-UPS

These smaller modals (or interstitials) are a great way to get exposure for your message. They appear on the homepage and throughout the site (on desktop only) and display for 15 seconds.

# Get your message delivered to their inbox

Distributed every month, the BedTimes in Brief newsletter highlights the newest content on the website and keeps our readers engaged between print publications. Sponsorship options include banner advertising and sponsored content.

Subscribers: 4,186

Open Rate:  
Monthly average 28%

## OPTION 1

### Banner advertising

- ✓ 600 x 150
- ✓ Positions – top and middle



## OPTION 2

### Sponsored content

- ✓ Headline
- ✓ 50 words of copy and link to content
- ✓ Featured image 500 x 500
- ✓ Content, max 600-800 words
  - Note: We will copy edit.
- ✓ Link to your website or product page
- ✓ Up to three banner ads on your product page

# Packages

# Online and offline

## Sponsored Content + Print Ad in the BedTimes Supplies Guide



### WHAT'S INCLUDED

- ✓ Sponsored content — native display or video
- ✓ One full-page ad in the BedTimes Supplies Guide distributed in December



# Packages

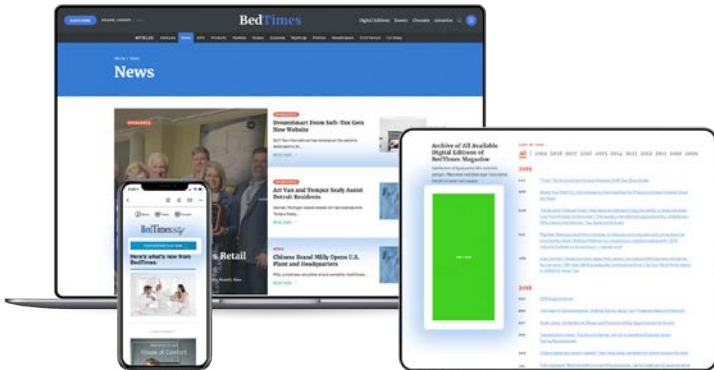
# Reach and resonate

## Banner Advertising Combo Packages

### WHAT'S INCLUDED

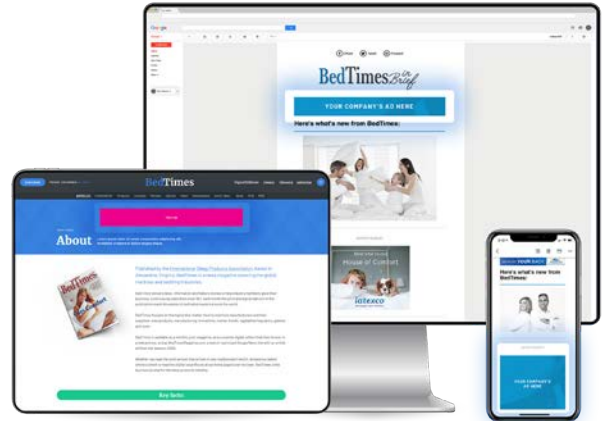
1

Display +  
Sponsored content +  
Email newsletter sponsorship



2

Display +  
Email newsletter sponsorship +  
Email newsletter sponsored content



3

Display +  
Sponsored content +  
Advertorial (Print)



4

Display +  
Email newsletter sponsorship +  
Full-page print ad



**For more  
information,  
contact:**

**Kerri Bellias**

**VICE PRESIDENT OF ADVERTISING SALES**

336-945-0265

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[BedTimesMagazine.com](http://BedTimesMagazine.com)

**BedTimes**