

# BedTimes



# Media Kit



# 2023



## CONTACT INFORMATION

**Kerri Bellias**

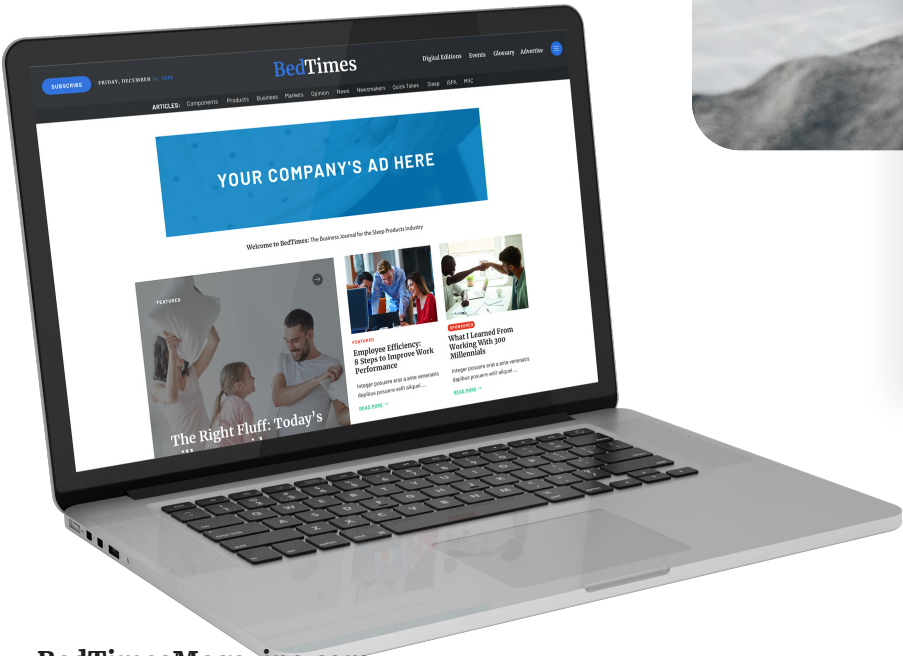
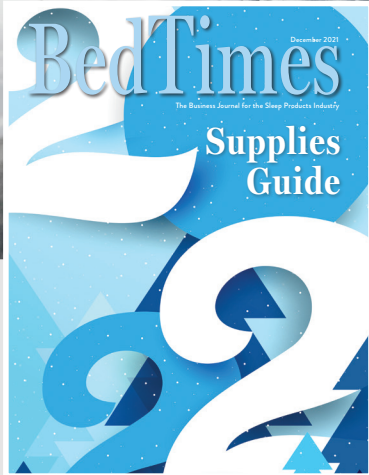
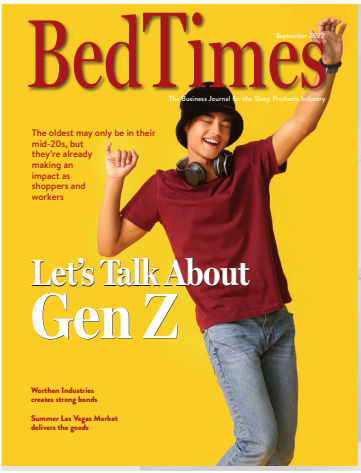
**VICE PRESIDENT OF ADVERTISING SALES**

336-945-0265

[kbellias@sleepproducts.org](mailto:kbellias@sleepproducts.org)

**CONTENTS**

<b>About BedTimes</b>	<b>3</b>
<b>Audience</b>	<b>4</b>
<b>Circulation</b>	<b>5</b>
<b>2022 Editorial Calendar</b>	<b>6</b>
<b>Print Ad Rates</b>	<b>7</b>
<b>Mechanical Specifications</b>	<b>8</b>
<b>Supplies Guide</b>	<b>9</b>
<b>Digital Offerings</b>	<b>10</b>
<b>Packages</b>	<b>16</b>



# 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.





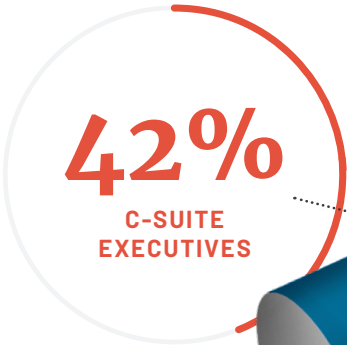
# Audience

# 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





# 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 3,600**

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

## WEBSITE STATS

**Monthly visitors:  
22,341**

**Monthly page views:  
31,943**

## NEWSLETTER STATS

**Subscriptions: 4,317**

**Monthly average  
open rate: 36.4%**

Issue	Editorial Features	Ad Close	Materials Due
January	Sustainability Conference Wrap Up: BedTimes recaps the best of this first-time event. <ul style="list-style-type: none"> <li>• Designer Series</li> <li>• Bonus distribution at Las Vegas Market</li> </ul>	December 1	December 8
February	Making it Stick: BedTimes surveys today's adhesives, which deliver easier, faster, stronger bonding. <ul style="list-style-type: none"> <li>• Smart Bedrooms</li> </ul>	January 5	January 12
March	Remaking the Supply Chain: What permanent changes have companies made to deal with a world that seems increasingly unpredictable? <ul style="list-style-type: none"> <li>• Industry Conference Preview</li> <li>• Las Vegas Market Wrap-Up</li> <li>• Designer Series</li> </ul>	February 2	February 9
April	The Finishers: BedTimes reports on advancements in border fabric, tape, nonwovens and fiber. <ul style="list-style-type: none"> <li>• Interzum Preview</li> <li>• Bonus distribution at High Point Market</li> </ul>	March 1	March 10
May	Interzum Cologne: Your guide to the world's largest furniture components and machinery show in Cologne, Germany. <ul style="list-style-type: none"> <li>• Industry Conference Wrap-up</li> <li>• Designer Series</li> <li>• Bonus distribution at Interzum Cologne</li> </ul>	April 4	April 12
June	Industry 5.0: What is it? What could it mean for sleep products manufacturing? <ul style="list-style-type: none"> <li>• High Point Market Wrap-Up</li> </ul>	May 2	May 10
July	Interzum Wrap-Up: BedTimes highlights introductions at this year's show. <ul style="list-style-type: none"> <li>• Attendees share their most interesting finds from the show</li> <li>• Designer Series</li> <li>• Bonus distribution at Las Vegas Market</li> </ul>	June 1	June 8
August	Pulling It Together: TBedTimes brings you the latest in machinery that brings beds together. <ul style="list-style-type: none"> <li>• Recommended Reading</li> </ul>	June 30	July 12
September	Easier to Handle: BedTimes examines some of the material handling and roll-packing finds from Interzum. <ul style="list-style-type: none"> <li>• Designer Series</li> <li>• Las Vegas Market Wrap-Up</li> </ul>	August 3	August 10
October	Super Springs: Innersprings are all over — in the core and in the comfort layer. BedTimes looks at the latest in coils. <ul style="list-style-type: none"> <li>• Bonus distribution at High Point Market</li> </ul>	August 31	September 13
November	The Sustainability Issue: BedTimes take 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>• MRC Update</li> <li>• Designer Series</li> </ul>	September 29	October 11
December	2024 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 2024</li> <li>• High Point Market Wrap-Up</li> </ul>	October 26	November 8

calendarsubjecttochange



# BedTimes Rates

## MEMBER PRINT RATES\*

	1X	6X	12X	18X	24X
FULL PAGE 4C	\$2,850	\$2,460	\$2,195	\$2,065	\$1,995
1/2 page 4C	2,195	1,925	1,750		
1/3 page 4C	1,545	1,295	1,170		
1/4 page 4C	1,405	1,195	1,080		

Cover II, III, IV: \$2,950

Effective Nov. 30, 2022

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

## DIGITAL WEBSITE RATES

	3 months	6 months	12 months
Billboard (970 x 250)	\$2,400	\$4,200	\$7,200
Super Leaderboard (970 x 90)	2,250	3,900	6,600
Leaderboard (728 x 90)	2,175	3,750	6,300
Medium Rectangle (300 x 250)	2,175	3,750	6,300
Half Page (300 x 600)	2,250	3,900	6,600

\* 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

\$4.00 per word for the first 100 words and \$3.50 thereafter. Minimum \$100 charge. Advance payment required. Closing date is the first of the month preceding publication. For more information, contact Robin Mykytyn, at rmykytyn@sleepproducts.org or 571-482-5443.

### The Best and Worst Sleepers

BSC research finds that young women and students, are among the worst sleepers

The Better Sleep Council, the consumer education arm of the International Sleep Products Association, released its research findings from The State of American Sleep study, revealing that young women and students are the worst sleepers, with nearly 60% reporting sleep problems. When adding school and children into the equation, the likelihood of poor sleep increased dramatically for women, but remained high for men, sleep quality.

**Key findings:**  
 • Women represent 57% of your sleepers in America and 42% of weekend sleepers.  
 • Men represent 43% of your sleepers and 58% of weekend sleepers.

**Work environment:**  
 • Americans who are "under pressure at work" make up 44% of your sleepers in the country.  
 • According to BSC research, about 60% of adults who feel they work in a stressful environment, say the people they work with and enjoy the work less than those who do not.

**Financial stress:** Financially stressed adults sleep less well. Adults who are stressed about their financial future sleep 75% fewer minutes than those who are not.

**Flashed news:** Financially stressed adults sleep less well. Adults who are stressed about their financial future sleep 75% fewer minutes than those who are not.

By Barbara - July 2012

### BedTimes Supplies Guide Listing

...enhancement, and other lower end product alternatives.

If you currently are listed in the BedTimes Supplies Guide, you will be contacted by Matt New using your e-mail address and phone number to discuss any necessary changes. You will receive an email within 48 hours of the 11/15/12 deadline or call Matt New at 571-482-5443 or email mnew@sleepproducts.org.

If you are not currently listed in the BedTimes Supplies Guide, you will be contacted by Matt New using your e-mail address and phone number to discuss any necessary changes. You will receive an email within 48 hours of the 11/15/12 deadline or call Matt New at 571-482-5443 or email mnew@sleepproducts.org.

Advertising in the BedTimes is an excellent way to reach the 2012-2013 market. For more information, contact Robin Mykytyn, at rmykytyn@sleepproducts.org or 571-482-5443.

Trends Report: The 2012-2013 market is expected to be a challenging one for mattress manufacturers. For more information, contact Robin Mykytyn, at rmykytyn@sleepproducts.org or 571-482-5443.

Markets, 2012-2013: The mattress market is expected to be a challenging one for manufacturers. For more information, contact Robin Mykytyn, at rmykytyn@sleepproducts.org or 571-482-5443.

For more information, contact Robin Mykytyn, at rmykytyn@sleepproducts.org or 571-482-5443.



YOUR COMPANY'S AD

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

\$4.00 per word for the first 100 words and \$3.50 thereafter. Minimum \$100 charge. Advance payment required. Closing date is the first of the month preceding publication. For more information, contact Robin Mykytyn, at rmykytyn@sleepproducts.org or 571-482-5443.

## DIGITAL NEWSLETTER RATES

Positions 1 & 2	\$650/month
Positions 3-5	\$600/month
Positions 6-8	\$550/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@sleepproducts.org

# Mechanical Specifications



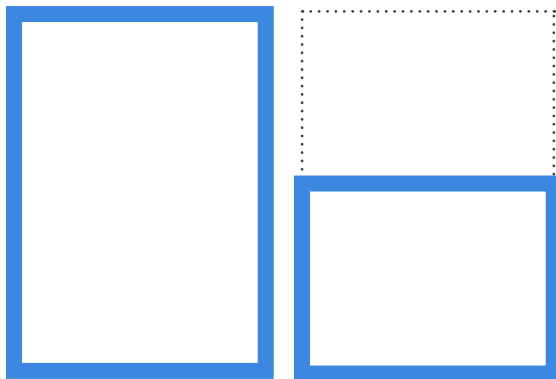
BedTimes' full page trim size is 8.5 x 11 inches. (Trim size is the actual document size.)



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.)

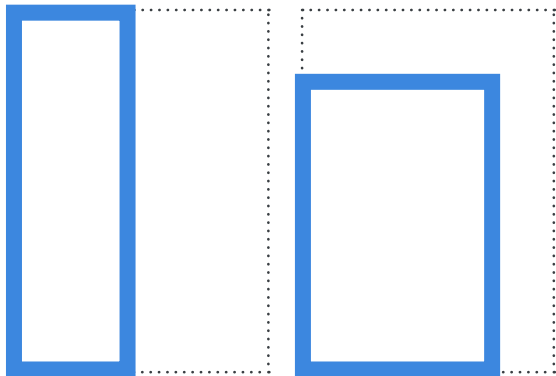


Bleed is any element or background extending outside of the trim of a full page or spread. (Add .125 inch to all edges of trim/document size.)



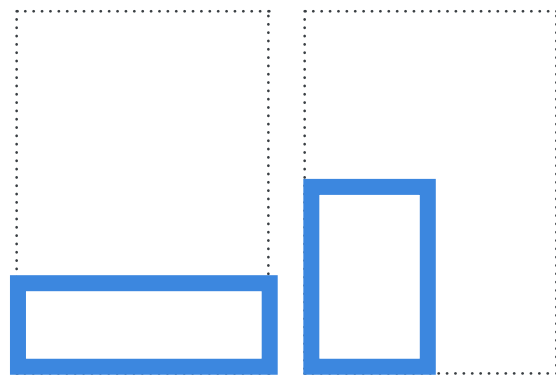
FULL PAGE

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 Robin Mykytyn, ad production and sales coordinator.

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

PHONE: 336-955-3465



# 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 directory sections of the December print edition, your company must have a complete listing in the online guide or be an advertiser in the December 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.

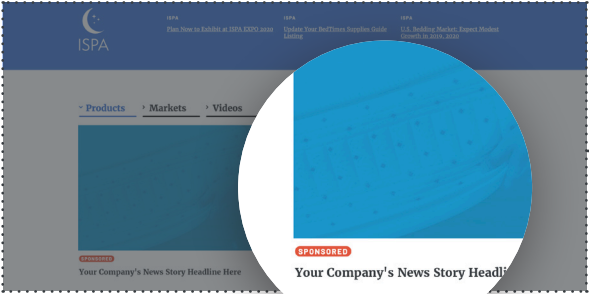
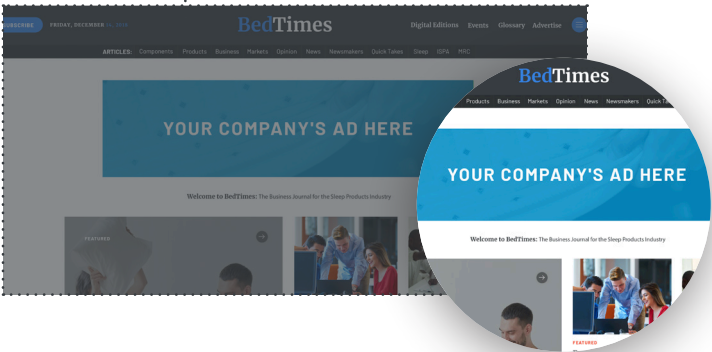
### How to Advertise

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).



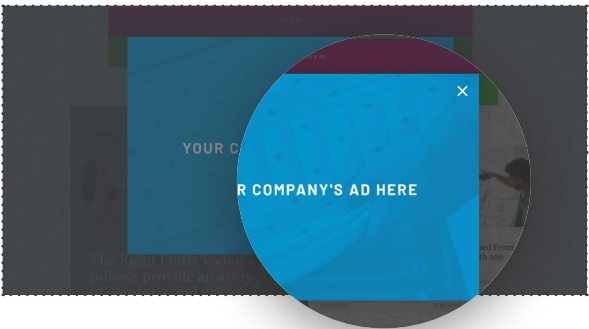
# Digital Offerings

## Banner advertising



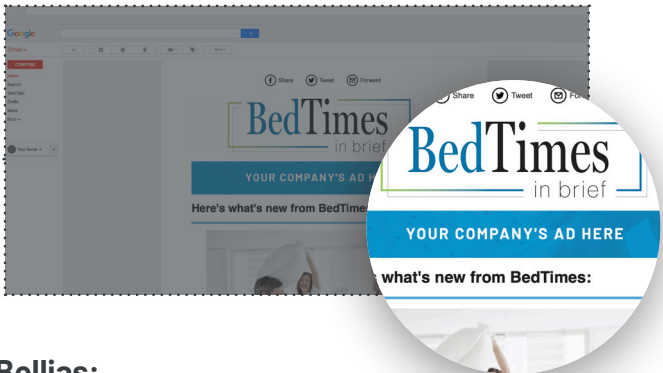
## Sponsored content

## Sponsored video



## Interstitial

## Email newsletter sponsorship



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



# 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

## Super leaderboard

970 x 90

## Leaderboard

728 x 90



728 X 90

## Mobile Sizes

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

Included with every banner advertising buy.

## Billboard premium position

970 x 250 (full green space)

## Half page

300 x 600

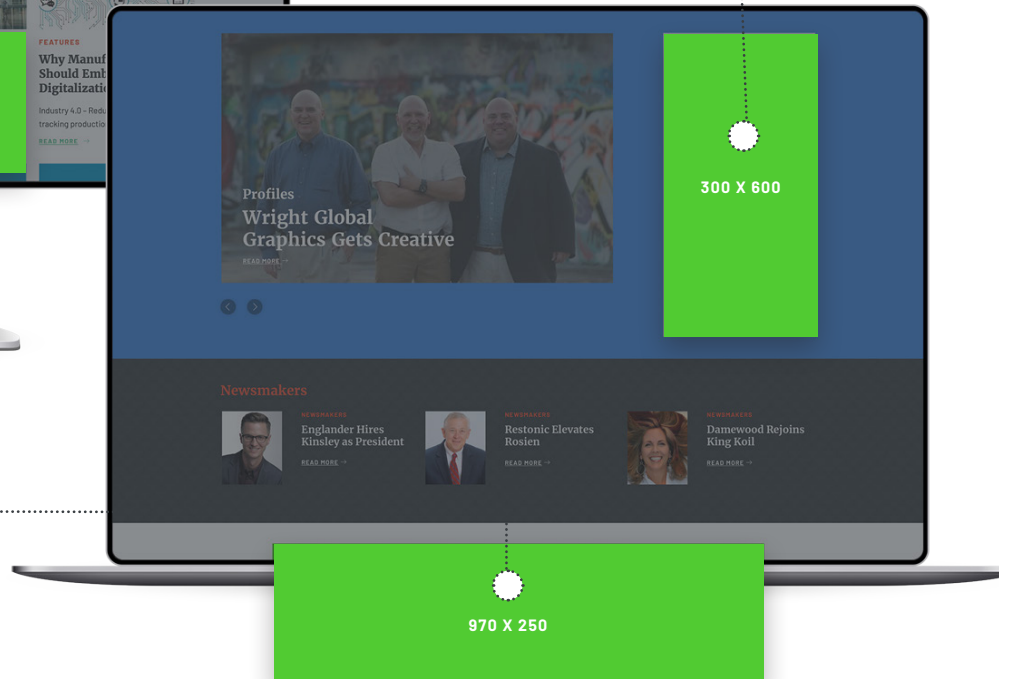
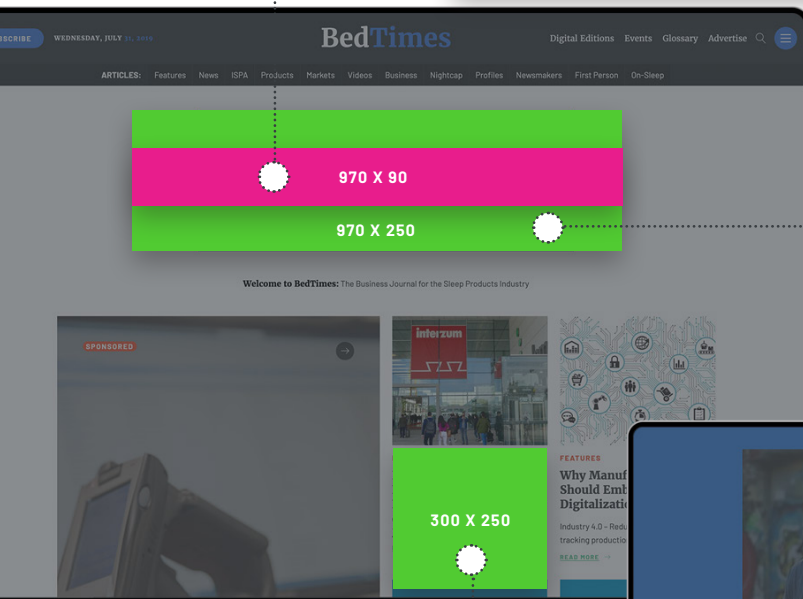
## Medium rectangle

300 x 250

NEW

## Internal Billboard

970 x 250



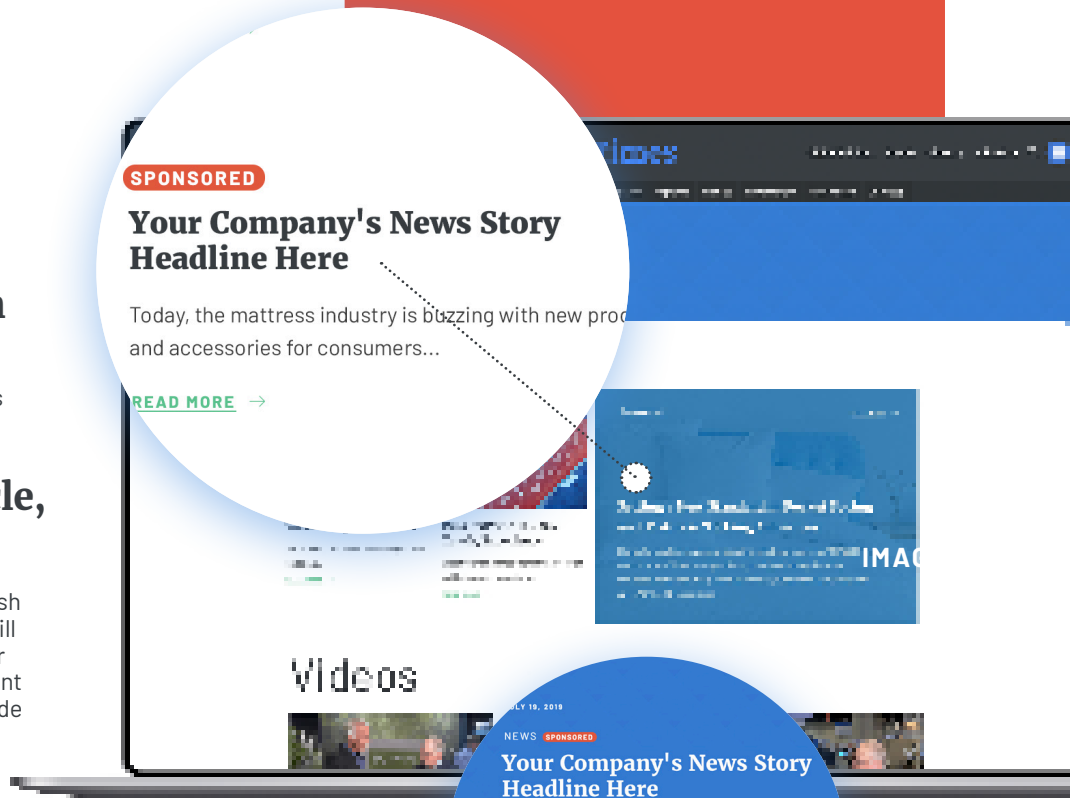
# Showcase your industry expertise and connect

## NATIVE DISPLAY

- ✓ **Headline**
- ✓ **Company Logo**
- ✓ **Photo with caption**
  - Featured image 600 x 400
  - Caption text maximum 20 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 sponsored content page 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**

✓ **20 words of copy**



## INTERSTITIALS

# High impact digital advertising

### POP-UPS

These interstitials are a great way to get exposure for your message. They appear on the homepage and throughout the site (on desktop only) once per day per unique visitor and display for 15 seconds.



- ✓ 400 x 600
- ✓ Impressions depend on length of promotion



## EMAIL NEWSLETTER SPONSORSHIP

# 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: 4,317

Open Rate:  
Monthly average 36.4%

### OPTION 1

#### Banner advertising

- ✓ 600 x 150
- ✓ Positions – top and throughout the page



### OPTION 2

#### Sponsored content

- ✓ Headline
- ✓ Logo
- ✓ 20 words of copy and link to content
- ✓ Featured image 600 x 400
- ✓ 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

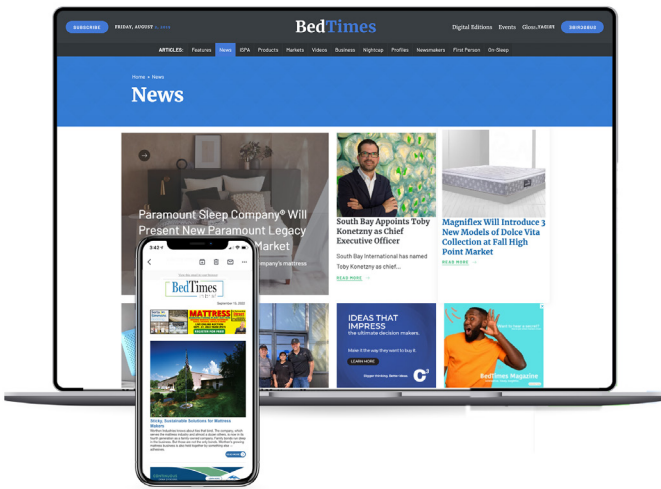
# Reach and resonate

## Advertising Combo Packages

### WHAT'S INCLUDED

1

**Digital**  
Website banner ad +  
Email newsletter ad



2

**Supplies Guide + Digital**  
Print ad in Supplies Guide  
+ website or newsletter ad



3

**Sponsored content**  
Website or newsletter  
Sponsored content +  
Advertorial (Print)



4

**Print + Digital**  
Website banner ad + Email  
newsletter ad + Full-page print ad



**For more  
information,  
contact:**

**Kerri Bellias**

**VICE PRESIDENT OF ADVERTISING SALES**

336-945-0265

[kbellias@sleepproducts.org](mailto:kbellias@sleepproducts.org)