

BedTimes



Media Kit



2024



CONTACT INFORMATION

Kerri Bellias

VICE PRESIDENT OF ADVERTISING SALES

336-945-0265

kbellias@sleepproducts.org

Elevate your brand and business with the ultimate resource for the sleep products industry.



Published by ISPA, BedTimes is the premier print and online news magazine dedicated solely to sleep products manufacturers.

Unlock the power of the sleep products industry with BedTimes — your source for in-depth, industry-specific content. Founded in 1917, BedTimes has been the cornerstone of knowledge and expertise in the world of sleep products for over a century.

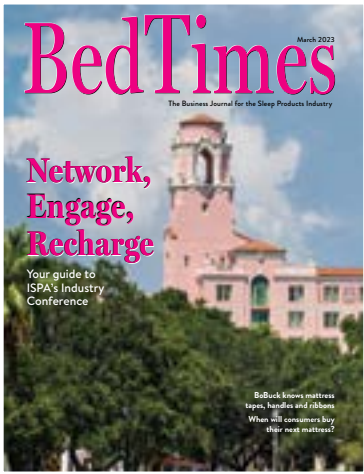
The print magazine, as well as **BedTimesMagazine.com** and **BedTimes in Brief e-newsletter**, delivers high-quality, comprehensive articles that offer invaluable insights and guidance to suppliers and manufacturers. When you advertise with BedTimes, you align your brand with a tradition of excellence and a commitment to providing targeted, essential information to our niche audience.

Experience the BedTimes difference and make a lasting impact on the sleep products industry today.



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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 3,500

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

WEBSITE STATS

**Average Monthly
visitors: 18,500**

**Average Monthly
page views: 29,800**

NEWSLETTER STATS

Subscriptions: 4,287

**Monthly average
open rate: 37.4%**

Issue	Editorial Features	Ad Close	Materials Due
January	Hot Hues for 2024: BedTimes dives into the psychology of color, while examining the various colors of the year. • Bonus distribution at Las Vegas Market	December 1	December 8
February	Innerspring recycling • Adjustable bases • ISPA EXPO 2024 preview	January 4	January 11
March	ISAP EXPO 2024 Show Issue: A comprehensive directory for the industry's largest EXPO of sleep products components and equipment. • Designer Series • Las Vegas Market Wrap-Up • Bonus distribution at ISPA EXPO	February 5	February 9
April	In Honor of Mother Earth: Learn more about the mattress recycling process. • Helpful hacks for productivity	March 1	March 8
May	ISPA EXPO 2024 Wrap-up: BedTimes recaps the latest and greatest from the biennial trade show. • Doing business for 100 years • Designer Series	April 2	April 9
June	Ticking Trends: Learn about the trends in fabric design and applications, fresh from the ISPA EXPO show floor. • High Point Market Wrap-Up	May 2	May 14
July	Focusing on Foam: BedTimes brings you the latest developments in this category. • Designer Series • Bonus distribution at Las Vegas Market	June 3	June 11
August	Feeling Good, Doing Good: A look at some of the major charities and events the industry supports, how they got started and why the industry continues to come together to support them. • A look at Latex	July 1	July 9
September	Artificial Intelligence: BedTimes takes a look at how manufacturers and suppliers are using AI. • Las Vegas Market Wrap-Up • Designer Series	August 2	August 9
October	Business Services: BedTimes reports on services for manufacturers such as software, labels, transportation and testing. • Manufacturing for the hospitality sector	September 3	September 11
November	Admiration Society: Readers share who in the industry they admire and why. • Designer Series • Sustainability and Conference Wrap-up	October 1	October 9
December	2025 BedTimes Supplies Guide: The industry's only comprehensive listing of suppliers to the mattress industry. • Bedding Industry Discusses 2024 • High Point Market Wrap-Up	October 28	November 8

calendar subject to change

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)	\$2,700	\$4,500	\$7,500
Super Leaderboard (970 x 90)	2,430	4,000	6,750
Leaderboard (728 x90)	2,300	3,900	6,600
Internal Billboard:	2,300	3,900	6,600
Medium Rectangle (300 x 250)	2,300	3,900	6,600
Half Page	2,300	3,900	6,600
* Mobile Sizes: 300 x 100 or 320 x 100			
Sponsored Content	\$2,000		
Interstitial (pop-up)	\$1,500/month		

Note: Pricing is for consecutive months. 1 creative change per 3 month run.

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 336-955-3465.

DIGITAL NEWSLETTER RATES

Positions 1 & 2 \$750/month

Positions 3+ \$700/month

Note: Price includes two newsletter sends per 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

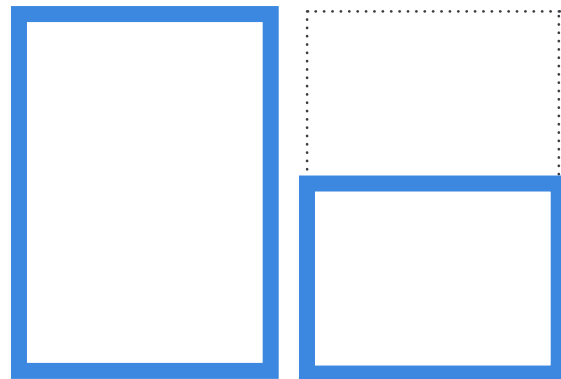
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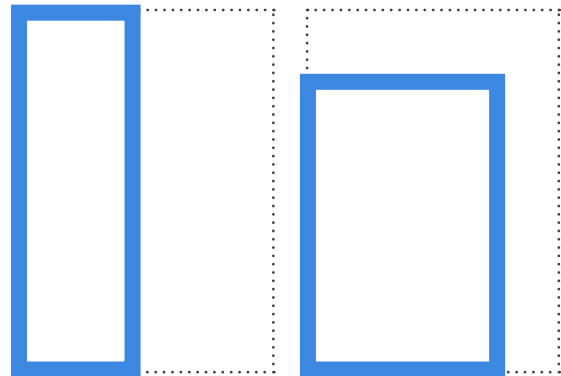
Mechanical Specifications

- ▶ 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.)



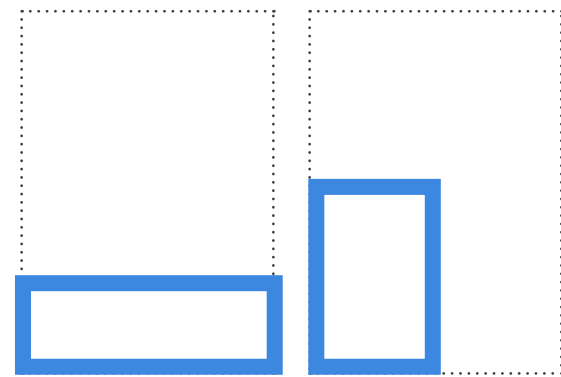
FULL PAGE

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

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 to book your listing.

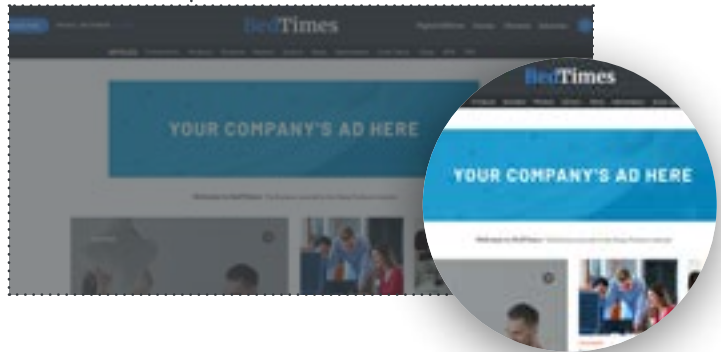
How to Advertise

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.

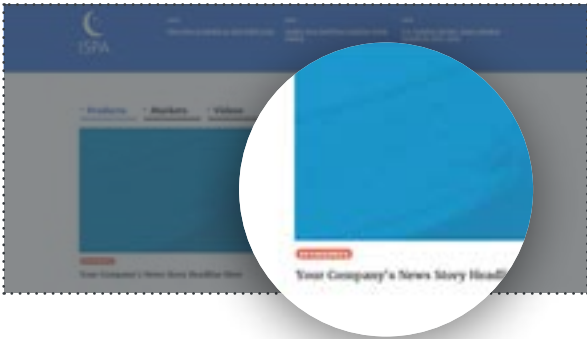


Digital Offerings

Banner advertising



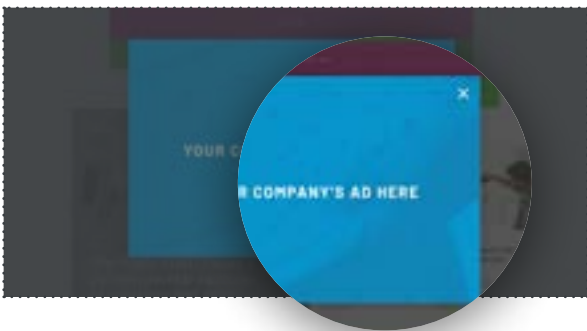
Sponsored content



Sponsored video



Interstitial



Email newsletter Banner



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



Mobile Sizes

300 x 100 | 320 x 100

Included with every banner advertising buy.

Billboard premium position

970 x 250 (full green space)

Half page

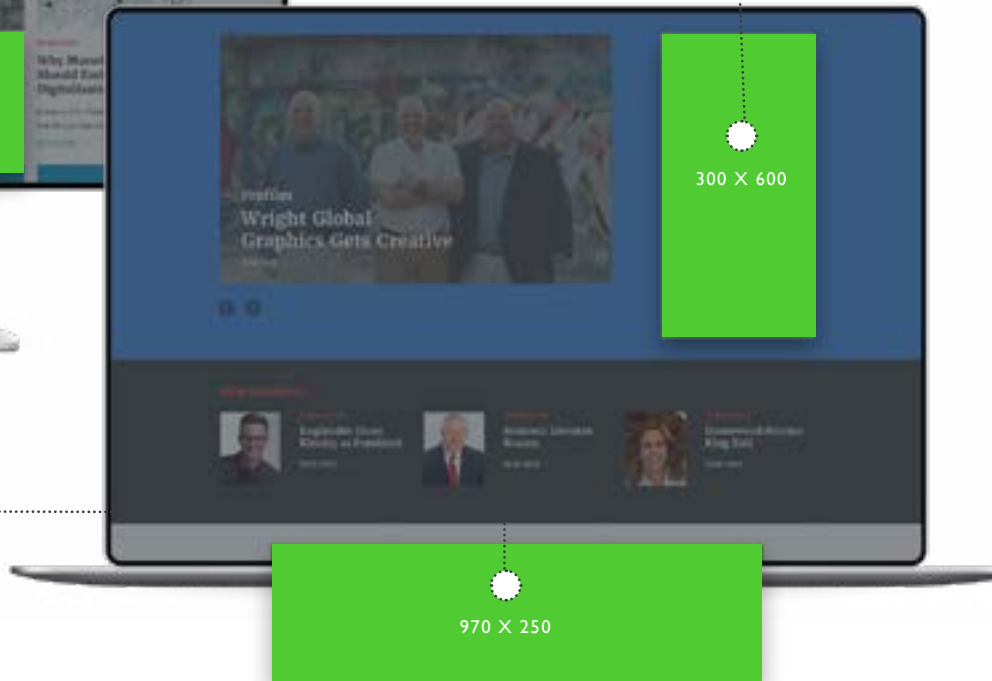
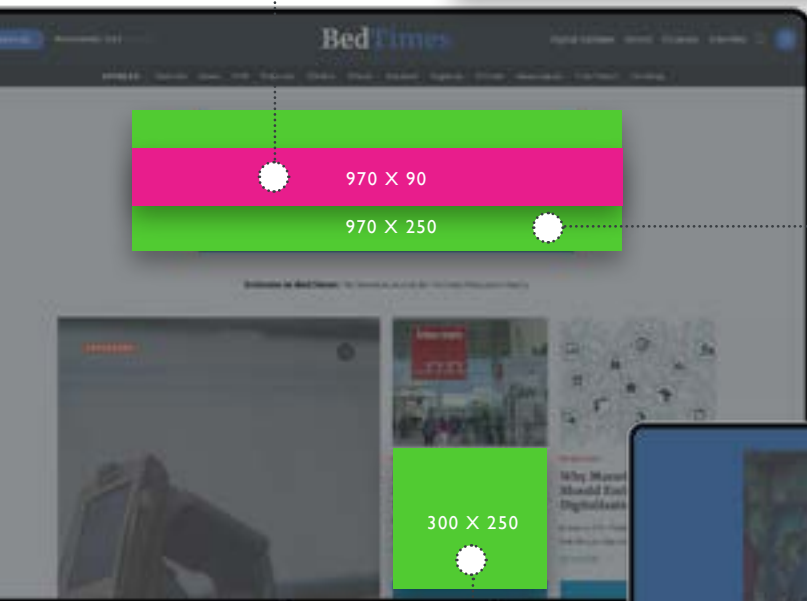
300 x 600

Medium rectangle

300 x 250

Internal Billboard

970 x 250



Showcase your industry expertise and connect

NATIVE DISPLAY



Headline

- Maximum 7 words



Company Logo



Photo with caption

- Featured image 600 x 400
- Caption text maximum 20 words



Informational article, 600 to 800 words

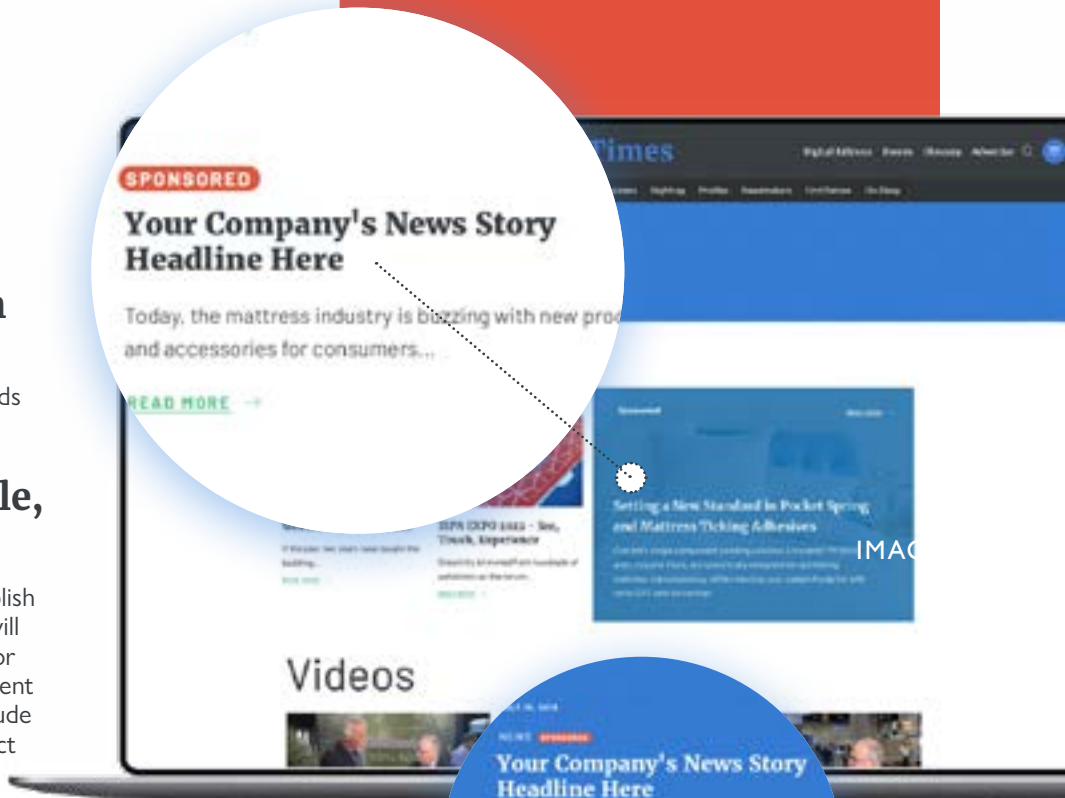
- Note: We will copyedit and publish on BedTimesMagazine.com. It will be featured on the homepage for one month and sponsored content page for one year. You may include a link to your website or product page.



Link to your website or product page

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 then move to the sponsored content page for one full year.



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.



- 1 400 wide x 600 high
- 1 Impressions depend on length of promotion

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: 4,287

Open Rate:
Monthly average 37.4%

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



**For more
information,
contact:**

Kerri Bellias

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