

MEDIA KIT

print • online • digital

BedTimes

The Business Journal for the Sleep Products Industry

2019

Strong, Targeted Marketing

Whether you're launching a new product, building your brand or boosting your visibility in the industry, BedTimes is uniquely targeted to reach your customers.

Audience: BedTimes is distributed to more than 4,300 mattress manufacturers and suppliers around the world. Its total circulation is about 30% international, reaching more than 50 countries.

Frequency: Published monthly.

- BedTimes is thoroughly read. Some 82% of readers say they read half or more of a typical issue.
- The magazine has staying power. About 82% of readers say they keep the magazine as a reference. Of those, 44% keep issues for more than a year, and 38% keep them for more than three months.
- 99.5% of BedTimes readers say the magazine strengthens their understanding of the mattress industry.

BedTimes is the most cost-effective and targeted marketing vehicle in the mattress industry. For more than 100 years, we've helped companies build their businesses. BedTimes can help grow your business, too.

(Note: Statistics drawn from the 2015 BedTimes readership survey of 455 manufacturer and supplier readers.)



BedTimes 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 listings — one alphabetical by company and one by product categories.

Online

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

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 800-816-6710 or 972-910-6808 to book your listing.

How to Advertise

Your company also can advertise in the December print edition, which readers tell us they 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.

Bonus Circulation in Our Digital Editions

Our readers engage with your print ads online in the publication's complete digital edition at BedTimes-Magazine.com. The entire magazine is one click away on each page of our website. The magazine cover icon takes users to a digital platform where they can read through the issue. We also host an archive of complete previous issues dating back to 2009. When you advertise in BedTimes, your print ads live forever online, too.



Current Issue

Read the September Digital Edition of BedTimes now



BedTimes

2019 Editorial Calendar

Issue	Editorial Features	Ad Close	Materials Due
January	<ul style="list-style-type: none"> • Pillow Talk: BedTimes examines the latest innovations this category. • Bonus Distribution at the Las Vegas Market 	November 30	December 7
February	<ul style="list-style-type: none"> • Workforce Training Camp: We explore new approaches to keep workers educated. • ISPA Industry Conference Preview 	January 4	January 12
March	<ul style="list-style-type: none"> • Factory-Direct Models: Is direct-to-consumer the future of manufacturing? • Bonus Distribution at ISPA Industry Conference 	February 4	February 11
April	<ul style="list-style-type: none"> • Plant Safety and Emergency Management • Interzum Cologne Preview • Las Vegas Market Wrap-Up 	March 1	March 8
May	<ul style="list-style-type: none"> • Interzum Cologne Guide • ISPA Industry Conference Wrap-Up • International Licensing Groups 	April 2	April 9
June	<ul style="list-style-type: none"> • Zipping Along With Sewn Covers: Learn about selecting tailor-made covers for today's beds. • High Point Market Wrap-Up 	May 1	May 8
July	<ul style="list-style-type: none"> • Interzum Cologne Wrap-Up: BedTimes highlights introductions at this year's show. • Bonus Distribution at the Las Vegas Market 	June 3	June 10
August	<ul style="list-style-type: none"> • How Do You Keep Your Employees Happy? Readers share creative ways to engage your staff. • Adhesives Update 	July 2	July 9
September	<ul style="list-style-type: none"> • Springs Bounce Back: Interest in innersprings is on the rise as new configurations and technologies improve comfort and support. 	August 2	August 9
October	<ul style="list-style-type: none"> • Viscoelastic and Standard Polyurethane Foams: We have the latest developments. • Las Vegas Market Wrap-Up 	September 4	September 11
November	<ul style="list-style-type: none"> • Lovin' Latex: BedTimes reports on advancements in the development and use of this component. 	October 1	October 8
December	<ul style="list-style-type: none"> • 2020 BedTimes Supplies Guide • Bedding Industry Forecasts the New Year • High Point Market Wrap-Up 	October 25	November 8

calendar subject to change

Advertising Rates

Member rates*	1x	6x	12x	18x	24x
Full page 4C	\$2,635	\$2,275	\$2,045	\$1,955	\$1,890
½ page 4C	2,020	1,775	1,625		
⅓ page 4C	1,425	1,200	1,085		
¼ page 4C	1,300	1,105	1,005		
Full page BW	1,795	1,435	1,205	1,115	1,050
½ page BW	1,380	1,135	985		
⅓ page BW	1,000	775	660		
¼ page BW	875	680	580		

Effective November 30, 2018

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

Covers

Available only to 4C advertisers on a 12x basis and cannot be canceled. Kerri Bellias, vice president of advertising sales, must be notified 60 days prior to contract expiration if not renewing. Cover 1 is not sold. Cover 2 or 3: \$2,760 • Cover 4: \$2,940 Rates include color and bleed.

Colors and Bleeds

BedTimes strongly prefers CMYK over PMS colors. Bleed charges are \$75 for full-page or fractional ads; \$125 for spreads. (See mechanical specifications at the right.)

Position

A special position is 15% of space charge. Second page of a spread is considered a special position.

Classifieds

\$3.50 per word for the first 100 words and \$3 thereafter. The minimum charge is \$90. Advance payment by credit card is required. Closing date is the first of the month preceding publication. Blind box numbers are \$50 per insertion. For more information, contact Julie Lewis Dossey, ad production and sales coordinator, at jldossey@sleepproducts.org or 571-482-5443.

Mechanical Specifications

- BedTimes' full-page trim size is 8 ½ 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 ½ 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 inches to all edges of trim/document size.)

Ad Sizes

Full Page with Bleed: Trim Size: 8 ½ x 11 inches

- Bleed Size: 8 ¾ x 11 ¼ 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 ¼ x 11 ¼ inches

½ Page Horizontal: 7 ⅝ x 4 ⅞ inches

½ Page Vertical: 3 ¾ x 10 ⅛ inches

½ Page Island: 5 ½ x 7 inches

⅓ Page Vertical: 2 ⅞ x 10 ⅛ inches

¼ Page Horizontal: 7 ⅜ x 2 ½ inches

¼ Page Vertical: 3 ¾ x 4 ⅞ inches

Material Requirements

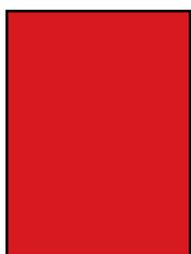
- We require advertisers to send digital files.
- High-resolution PDF files are preferred for best printing.
- PDF files should be made without crop marks, registration marks or color bars.
- Files should be CMYK only — no RGB or spot colors.
- All images must be at least 300 dpi.
- PDF files must be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

To Send Ads or Ask Questions

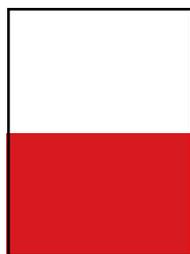
Email files to Julie Lewis Dossey, ad production and sales coordinator. Email or call for instructions to upload via FTP.

Email: jldossey@sleepproducts.org

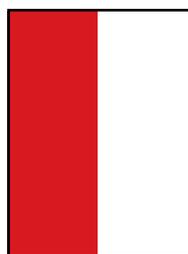
Phone: 571-482-5443



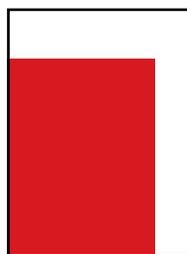
Full Page



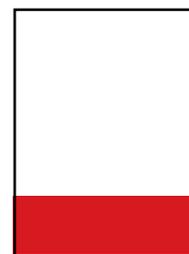
½ Horizontal



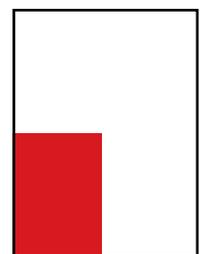
½ Vertical



½ Island



¼ Horizontal



¼ Vertical

BedTimes Website Advertising

BedTimesMagazine.com is a go-to resource for breaking news about the sleep products industry and a valuable, searchable archive of articles dating back to 2001. The website's effective site search function, as well as its organization by story category, enables readers to easily sort and find

the news that interests them. Dropdown menus take readers directly to helpful information, and social sharing is enabled from any page within the website. As a single-focus news site listed in Google News, the website has seen its visitor numbers climb steadily since the site revamp in 2012.

Website Ad Locations

The screenshot shows the BedTimes website homepage. At the top, there is a red box labeled "Leaderboard 728 x 90 pixels". Below this is the website header with the "BedTimes" logo, a search bar, and social media icons. A navigation menu includes "HOME", "ABOUT", "ARTICLES", "ADVERTISE", "SUBSCRIBE", "DIGITAL EDITIONS", and "NEWSLETTER". The main content area features a large article titled "Achieving Transportation Excellence: Tips, Tools and Tactics" with a blurred image of a truck. To the left of the main article is a sidebar with several smaller articles. At the bottom of the main article area, there are two red boxes: "Interior Banner 468 x 60 pixels" and "Rectangle 1 300 x 250 pixels". Below the main article, there is another red box labeled "Rectangle 2 300 x 250 pixels".

Specifications

Acceptable file types: jpg, gif, png, swf • Maximum allowable banner size is 100kb.

For additional website advertising opportunities, contact Kerri Bellias at kbellias@sleepproducts.org or 336-945-0265.

BedTimes in Brief E-Newsletter

BedTimes in Brief is the mattress industry's only email newsletter dedicated to bedding manufacturing. Twice a month, you'll receive the information and insight you need to help navigate today's changing business environment with breaking news, product and components features, company profiles, industry research and more.



Specifications

Acceptable file types are jpg, gif, png and swf.
Maximum allowable banner size is 100kb.

For additional information,
contact Kerri Bellias at
kbellias@sleepproducts.org
or 336-945-0265.



E-Newsletter Ad Locations

BedTimes *in Brief*

Leaderboard
728 x 90 pixels



Hot Vegas Finds

The editors of BedTimes just finished walking the halls of the Summer Las Vegas Market this week. We'll fill you in on all the show news in our October print issue, but for a more immediate look, get over to our Instagram and Twitter feeds via the [BedTimes](#) [hashtag](#).

Rectangle 1
300 x 250
pixels



How to Attract Top Talent? Avoid These Hiring Pitfalls

Got ghosted (yes, it's a thing) by your last promising candidate halfway through the recruitment process? Avoid these mistakes when interviewing prospects and keep the best and brightest engaged and ready to climb on board. In a tight job market, you can't afford to do any less. [Read more!](#)

Rectangle 2
300 x 250
pixels

Meet the BedTimes Team

Kerri Bellias, Vice President of Sales

For advertising opportunities and questions, contact Kerri at kbellias@sleepproducts.org or 336-945-0265.

Mary Best, Editorial Director

For editorial consideration and submissions, contact Mary at mbest@sleepproducts.org or 336-500-3816.

Julie Lewis Dossey, Ad Production Coordinator

For classified advertising and display advertising material submissions and questions, contact Julie at jldossey@sleepproducts.org or 571-482-5443.

Mary Rulli, Circulation Manager

For subscription questions, contact Mary at mrulli@sleepproducts.org or 336-491-0443.

BedTimes is published monthly by the International Sleep Products Association.

ISPA

501 Wythe St. • Alexandria, VA 22314

Phone: 703-683-8371 • SleepProducts.org

