

# BedTimes



# Media Kit



# 2020



## CONTACT INFORMATION

**Kerri Bellias**

**VICE PRESIDENT OF ADVERTISING SALES**

336-945-0265

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

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ABOUT ISPA

# For more than 100 years, ISPA has supported innovation and growth across the sleep products industry

We're committed to serving members through research and statistical analyses, public affairs, consumer education, and more to create a prosperous future.

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



Nearly  
700  
member  
companies

## ISPA MEMBERSHIP BREAKDOWN

**45% Manufacturers**

**55% Suppliers**

**75% United States**

**25% International**



# 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, newly redesigned and optimized BedTimesMagazine.com, and twice monthly e-newsletters deliver 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 of 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



# Audience

**OUR READERS AGREE  
THAT BEDTIMES...**

**keeps me 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 my business  
needs/concerns**

**has ads that are relevant  
to my business needs**



## PRINT STATS

**Circulation of 4,100**

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

## DIGITAL STATS

**Monthly unique  
visitors: 17,565**

**Monthly unique  
page views: 21,060**

ISSUE	EDITORIAL FEATURES	BONUS DISTRIBUTION
<b>January</b>	<ul style="list-style-type: none"> <li>✓ The Flexibility of Adjustables: BedTimes examines innovations and designs in bases</li> </ul>	<ul style="list-style-type: none"> <li>✓ Bonus distribution at the Las Vegas Market</li> </ul>
<b>February</b>	<ul style="list-style-type: none"> <li>✓ Advocate for Yourself: BedTimes offers a primer on how to get your voice heard by government entities</li> <li>✓ ISPA EXPO 2020 Preview</li> </ul>	
<b>March</b>	<ul style="list-style-type: none"> <li>✓ ISPA EXPO 2020 Show Issue</li> <li>✓ Strengthening Your Supply Chain</li> </ul>	<ul style="list-style-type: none"> <li>✓ Bonus distribution at ISPA EXPO 2020</li> </ul>
<b>April</b>	<ul style="list-style-type: none"> <li>✓ Bedding by the Numbers: Signposts tell the story of the industry's recent performance</li> <li>✓ Las Vegas Market Wrap-Up</li> </ul>	
<b>May</b>	<ul style="list-style-type: none"> <li>✓ ISPA EXPO 2020 Wrap-Up</li> <li>✓ What to Do With All That Data?</li> <li>✓ Sleep Products Sustainability Program</li> </ul>	
<b>June</b>	<ul style="list-style-type: none"> <li>✓ Top-of-Bed Trends: BedTimes reports on the latest in linens, mattress pads, protectors and encasements</li> <li>✓ High Point Market Wrap-Up</li> </ul>	
<b>July</b>	<ul style="list-style-type: none"> <li>✓ The Machine That Changed the World: BedTimes explores the impact of the roll pack</li> </ul>	<ul style="list-style-type: none"> <li>✓ Bonus distribution at the Las Vegas Market</li> </ul>
<b>August</b>	<ul style="list-style-type: none"> <li>✓ A Stitch at a Time: BedTimes talks with sewing machine makers about equipment improvements</li> <li>✓ The Most Brilliant Mistakes Bedding Makers Made</li> </ul>	
<b>September</b>	<ul style="list-style-type: none"> <li>✓ The Rest of the Story: What's new in nonsewing machine equipment?</li> <li>✓ Spark! How to Make Your Team More Creative</li> </ul>	
<b>October</b>	<ul style="list-style-type: none"> <li>✓ Dress to Impress: BedTimes surveys updates in decorative knits and woven tickings</li> <li>✓ Las Vegas Market Wrap-Up</li> </ul>	
<b>November</b>	<ul style="list-style-type: none"> <li>✓ Fabrics and Fibers: BedTimes checks out advancements in border fabrics, tapes, nonwovens and fibers</li> </ul>	
<b>December</b>	<ul style="list-style-type: none"> <li>✓ 2021 BedTimes Supplies Guide</li> <li>✓ Bedding Industry Forecasts the New Year</li> <li>✓ High Point Market Wrap-Up</li> </ul>	

*calendar subject to change*



# Print Ad Rates



## MEMBER RATES\*

	1X	6X	12X	18X	24X
<b>FULL PAGE 4C</b>	<b>\$2,635</b>	<b>\$2,275</b>	<b>\$2,045</b>	<b>\$1,955</b>	<b>\$1,890</b>
1/2 page 4C	2,020	1,775	1,625		
1/3 page 4C	1,425	1,200	1,085		
1/4 page 4C	1,300	1,105	1,005		
<b>FULL PAGE BW</b>	<b>\$1,795</b>	<b>\$1,435</b>	<b>\$1,205</b>	<b>\$1,115</b>	<b>\$1,050</b>
1/2 page BW	1,380	1,135	985		
1/3 page BW	1,000	775	660		
1/4 page BW	875	680	580		

Effective Nov. 30, 2019

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

### FOR MORE INFORMATION

**Kerri Bellias**

VICE PRESIDENT OF ADVERTISING SALES

336-945-026 kbellias@sleepproducts.org

## 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 on page 9.)

## 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



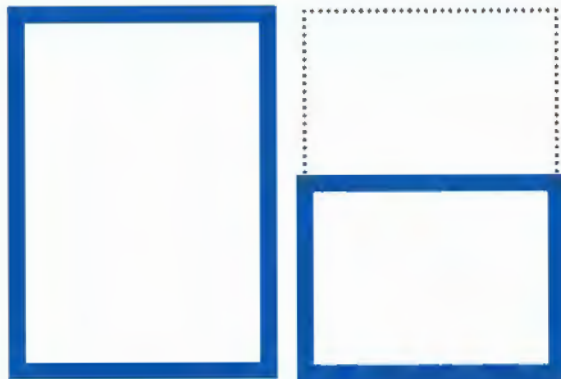
BedTimes' full page trim size is 8.5 x 11 inches. (Trim size is the actual document size.)



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.)



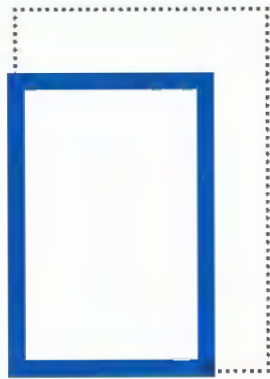
**FULL PAGE**



**1/2 HORIZONTAL**



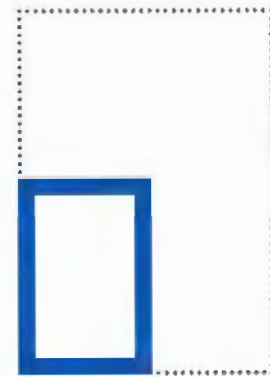
**1/2 VERTICAL**



**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.
- ✓ 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](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 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 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 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@slepproducts.org](mailto:kbellias@slepproducts.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



# Be seen among relevant industry content

The new website is optimized for larger and better integrated ad units, including a super leaderboard. 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

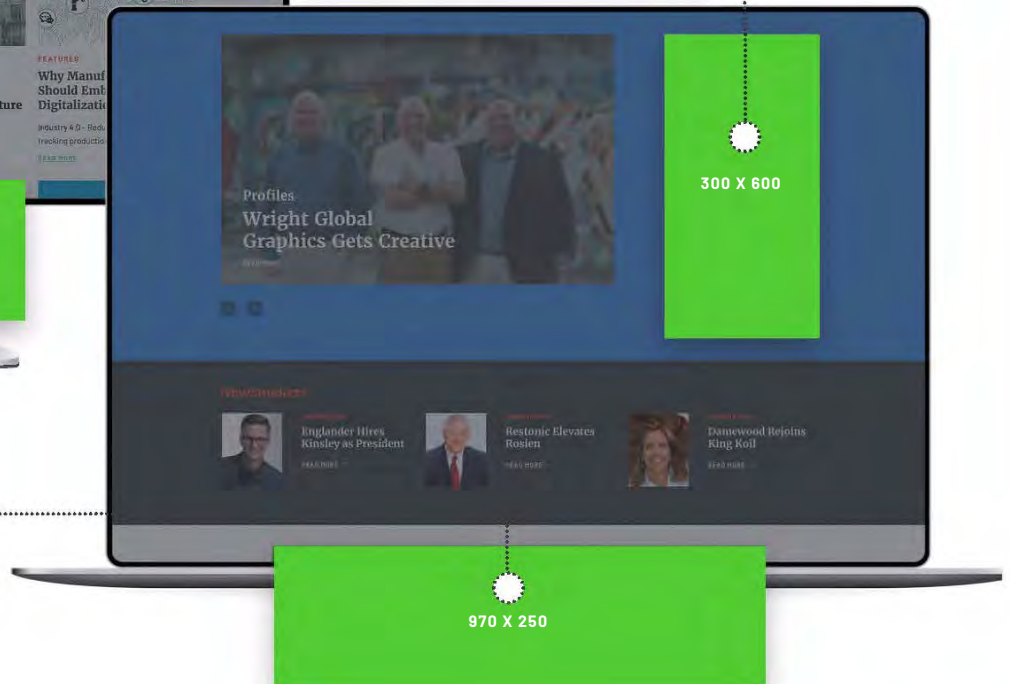
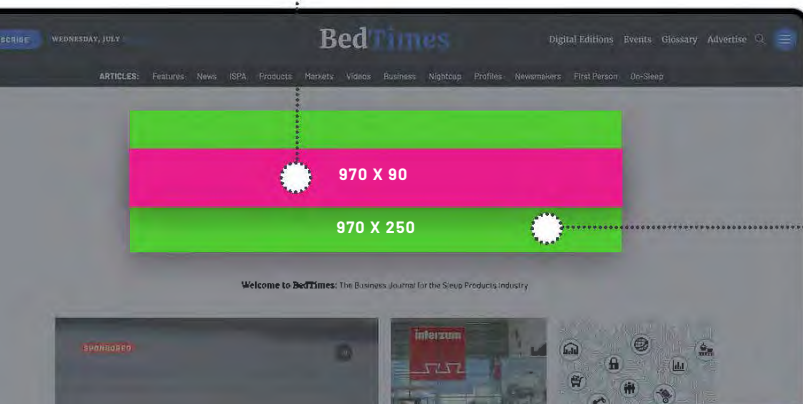
## Mobile Sizes

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**  
**Billboard**  
970 x 250

# Showcase your industry expertise and connect

## NATIVE DISPLAY

### ✓ **Headline**

### ✓ **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.

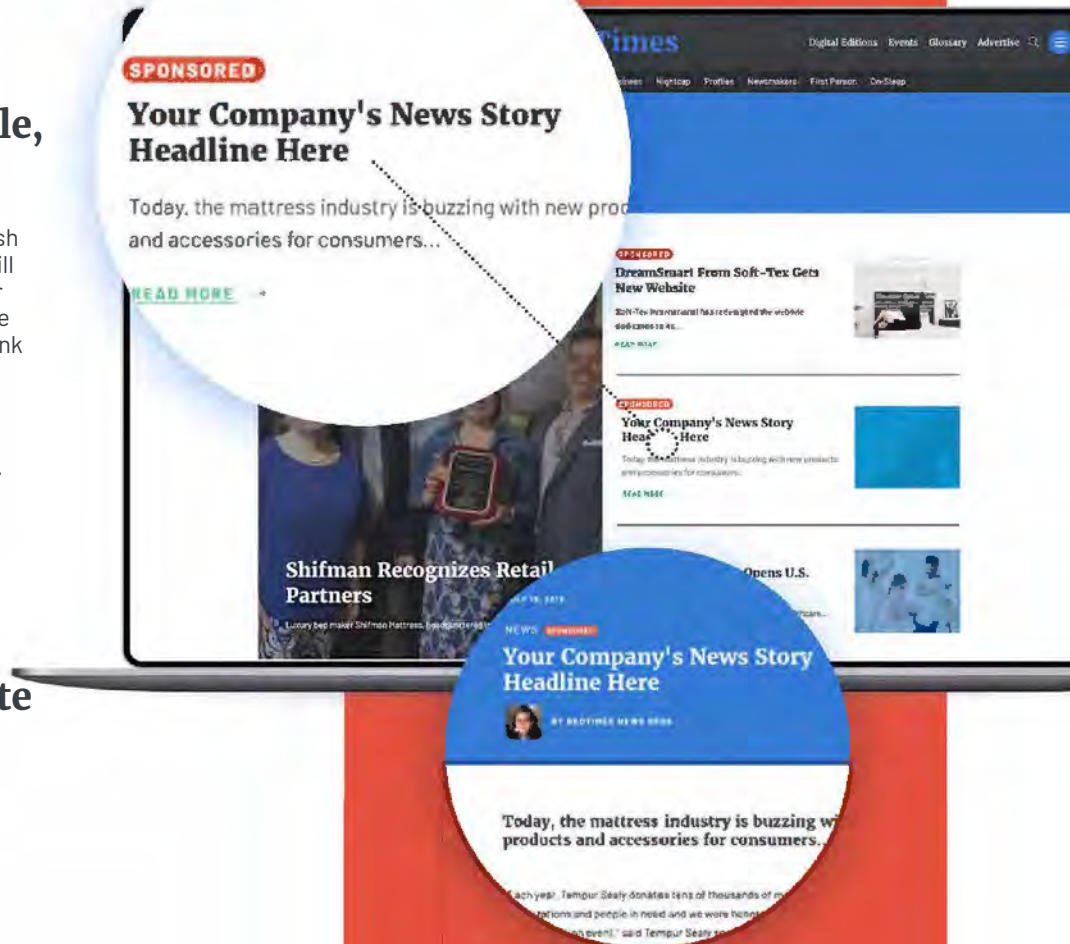
### ✓ **Photo with caption and photo credit**

- Featured image 500 x 500
- Caption text maximum 50 words

### ✓ **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.



SPONSORED VIDEO

# Connect with visual content

## 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: COMPANY/PRODUCT SPOTLIGHT

### ✓ Video (5-minute max)

- Video source must be on YouTube or Vimeo

### ✓ Headline

### ✓ 100 words of copy





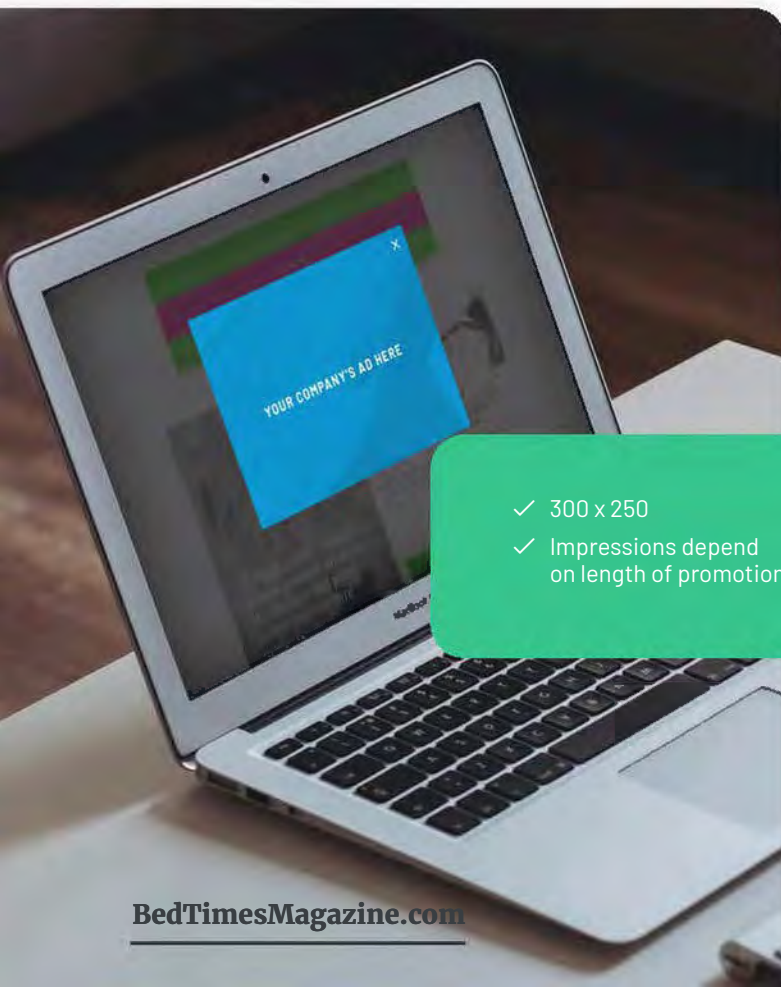
## INTERSTITIALS

# 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) for a month and blow in within 15 seconds of landing.

# Get your message delivered to the inbox

Distributed the first and third Thursday of 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: 2,314

Open Rate:  
Monthly average 25%

## OPTION 1

### Banner advertising

- ✓ 300x250
- ✓ Positions – top and middle



## OPTION 2

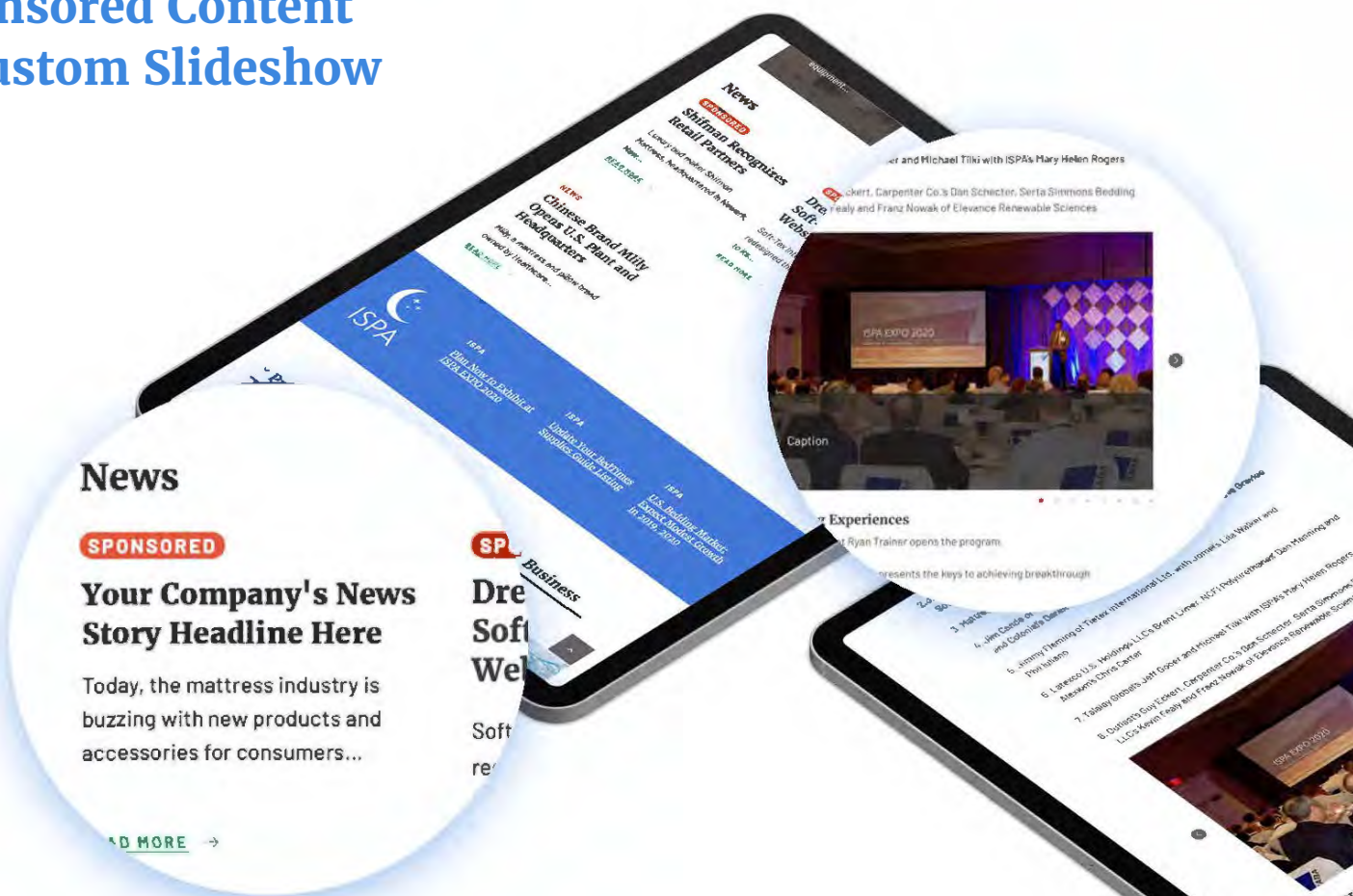
### Sponsored content

- ✓ Headline
- ✓ 50 words of copy for newsletter and link to content
- ✓ Informational article, max 600-800 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.
- ✓ Photo with caption and photo credit
  - Featured image 500 x 500
  - Caption text maximum 50 words

# Packages

# Content marketing plus

Sponsored Content + Custom Slideshow



## News

**SPONSORED**

### Your Company's News Story Headline Here

Today, the mattress industry is buzzing with new products and accessories for consumers...

[READ MORE](#) →

**SPONSORED**

### Dre Soft Web

Soft re

## WHAT'S INCLUDED



**Sponsored content**



**Slideshow**

- Maximum of 6 images (760 x 450), including your company logo
- Caption of up to 30 words can be included for each image



# 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

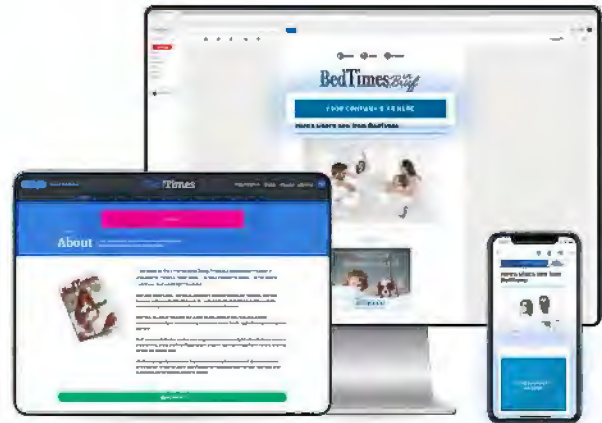
1

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

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