

# BedTimes

## 2020 Editorial Calendar

### JANUARY

#### **The Flexibility of Adjustables**

Bases play many roles in today's bedroom — from high-tech tool to elegant design statement. BedTimes examines the latest innovations in this important category.

- Bonus distribution at Las Vegas Market

### FEBRUARY

#### **Advocate for Yourself**

BedTimes offers a primer on how to talk to elected representatives and governmental entities about the issues that impact your business.

- ISPA EXPO 2020 Preview

### MARCH

#### **ISPA EXPO 2020 Show Issue**

A comprehensive directory for the industry's largest EXPO of sleep products components, machinery and equipment.

- Strengthen Your Supply Chain

### APRIL

#### **Bedding by the Numbers**

A series of signposts tell the story of the industry's recent performance, trends and contributions to the U.S. economy.

- Las Vegas Wrap-Up

### MAY

#### **Bedding Industry Meets Cannabis**

At the Winter Las Vegas Market, numerous companies introduced products infused with CBD. BedTimes explores this emerging trend.

- What to Do With All That Data?

### JUNE

#### **Top Trends for Top of Bed**

BedTimes reports on the newest in linens, mattress pads, protectors and encasements.

### JULY

#### **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.

- Bonus distribution at Las Vegas Market

### AUGUST

#### **ISPA EXPO 2020 Show Issue — Rescheduled**

A comprehensive directory for the industry's largest EXPO of sleep products components, machinery and equipment.

- The Most Brilliant Mistakes Bed Makers Have Made
- Bonus distribution at ISPA EXPO 2020

### SEPTEMBER

#### **Spark! How to Make Your Team More Creative**

How do you engage employees to be more innovative? BedTimes offers tips to embolden your staff.

- Las Vegas Wrap-Up

### OCTOBER

#### **ISPA EXPO 2020 Wrap-Up**

BedTimes recaps the latest and greatest from the biennial trade show.

### NOVEMBER

#### **Dressed to Impress**

In the first of two parts, BedTimes surveys updates in decorative knit and woven ticking for mattress panels.

- What You Need to Know About Industry 4.0?

### DECEMBER

#### **2021 BedTimes Supplies Guide**

The industry's only comprehensive listing of suppliers to the mattress industry.

- Bedding Industry Discusses 2021
- High Point Market Wrap-Up

*NOTE: All topics on the editorial calendar are subject to change. 3-24-20*