

BedTimes



Media Kit



2025



CONTACT INFORMATION

Kerri Bellias

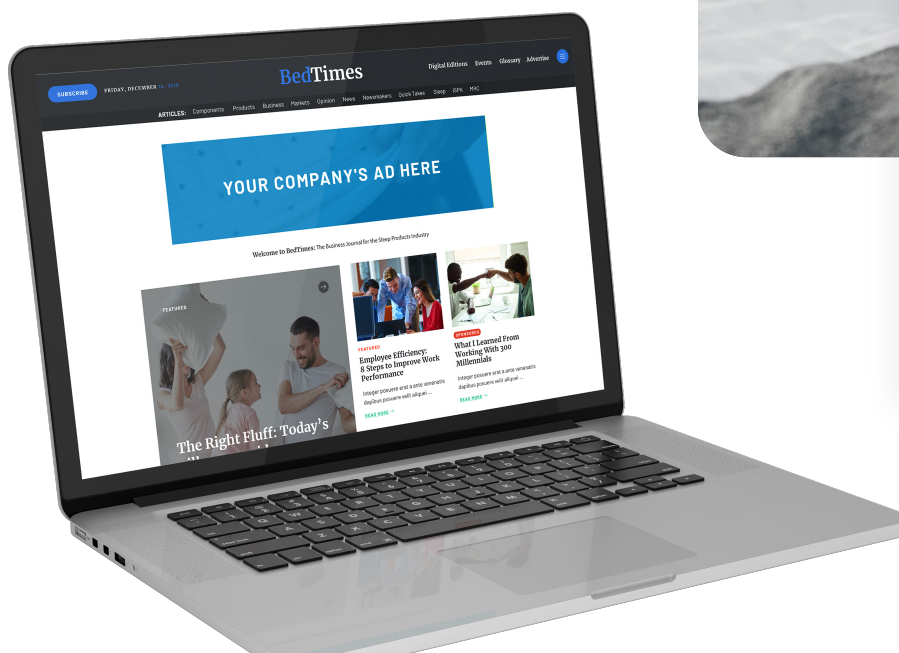
VICE PRESIDENT OF ADVERTISING SALES

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Enhance Your Brand and Business with the Premier 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.



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

BedTimesMagazine.com



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 3,540

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

WEBSITE STATS

**Average Monthly
visitors: 17,500**

**Average Monthly
page views: 26,800**

NEWSLETTER STATS

Subscriptions: 4,205

**Monthly average
open rate: 41%**

Issue	Editorial Features	Ad Close	Materials Due
January	Engaging Boomers: What steps are organizations taking, proactively, to keep boomers on board in some capacity past their traditional retirement ages? • Bedding Industry Q&A on What's Ahead for 2025 • Bonus distribution at Las Vegas Market	December 2	December 9
February	Bringing Beds Together: BedTimes takes a look at border fabric, tape, nonwovens and fiber. • Admiration Society - Readers in the industry share who they admire and why. • ISPA Industry Conference Award Winners	January 6	January 10
March	ISPA Industry Conference Preview: • Las Vegas Market Wrap-Up • Color Guide • Bonus distribution at ISPA Industry Conference	February 4	February 11
April	Happy Birthday, Mattress Recycling Council: The MRC is celebrating its 10th anniversary. • Perfecting Pillows	March 3	March 7
May	Interzum Cologne Preview: Your guide to the world's largest components and machinery show. • Industry Conference Wrap-Up • Bonus distribution at Interzum Cologne	April 3	April 10
June	Stellar Showrooms: BedTimes looks at trends in trade show booths and market showrooms. • Mattresses for the Plus-Size Market • High Point Market Wrap-Up	May 6	May 13
July	Interzum Wrap-Up: BedTimes highlights introductions and trends at this year's show. • Managing Mental Health • Best Business Advice • Bonus distribution at Las Vegas Market	June 4	June 11
August	Sewing Solutions: The first in a two-part series on bedding machinery, BedTimes examines the latest advancements in sewing equipment. • The Evolution of DTC brands	July 8	July 14
September	Moving It Along: The second in a two-part series on bedding machinery, BedTimes takes a look at machinery that helps automate manufacturing processes and packaging machines that get the product out the door. • Las Vegas Wrap-Up	August 6	August 13
October	Covering Coils: BedTimes reports on the latest in innersprings and spring-making machinery. • AI Update - How has artificial intelligence evolved since our September 2024 article?	September 8	September 15
November	ISPA Sustainability Conference Wrap-Up: Key takeaways from this year's conference • Licensing Groups	October 2	October 13
December	2026 BedTimes Supplies Guide: The industry's only comprehensive listing of suppliers to the mattress industry. • Economic Outlook • High Point Market Wrap-Up	October 29	November 10

calendar subject to change

BedTimes Rates

MEMBER PRINT RATES*

	1X	6X	12X	18X
FULL PAGE 4C	\$2,965	\$2,560	\$2,285	\$2,150
1/2 page	2,285	2,000	1,820	
1/3 page 4/C	1,605	1,345	1,215	
1/4 page 4C	1,460	1,245	1,125	

Cover II, III, IV: \$3,065

Effective Nov. 30, 2024

*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
Leaderboard (970 x 90)*	2,430	4,000	6,750
Internal Billboard (970 x 250)*	2,430	4,000	6,750
* Also requires mobile files 300 x 100 or 320 x 100			
Half Page (300 x 600)	2,430	4,000	6,750
Medium Rectangle (300 x 250)	2,300	3,900	6,600
Sponsored Content	\$2,000		
Interstitial (pop-up)	\$1,500/month		

Note: Pricing is for consecutive months. One ad file change per 3-month run. Additional ad file changes \$80 each.

Acceptable File Types: jpg, jpeg, gif (max 3 rotations), and png.

Maximum allowable file size is 125kb.

BedTimesMagazine.com



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 Myktytn, at rmyktytn@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. Three month minimum. Must be consecutive months.

Acceptable File Types: jpg, jpeg, gif (max 3 rotations), and png.

FOR MORE INFORMATION

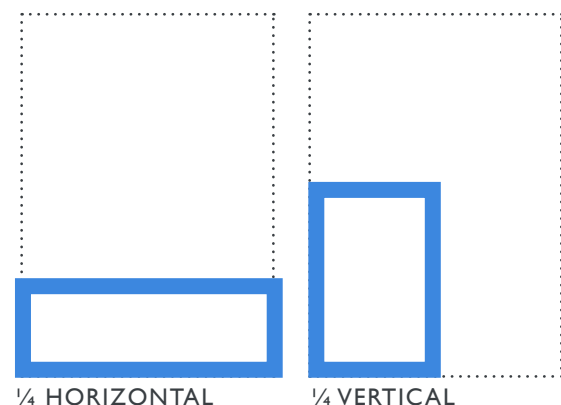
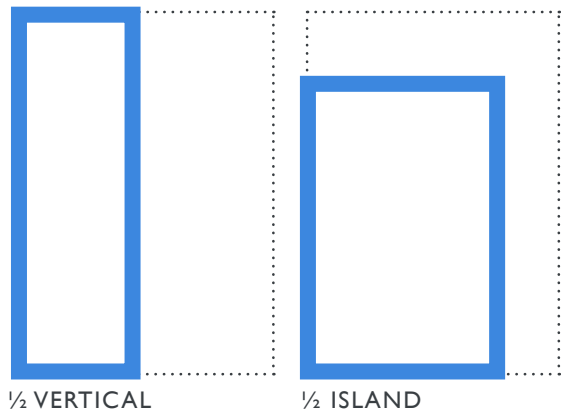
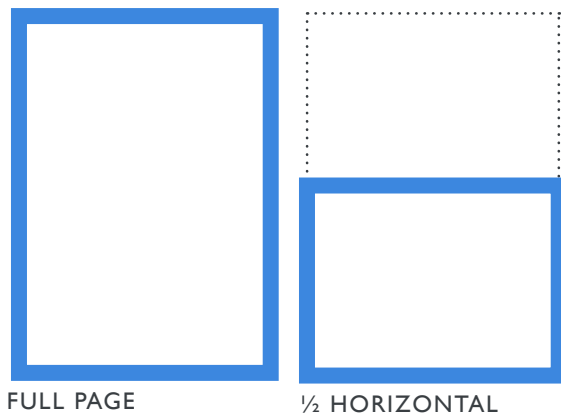
Kerri Bellias

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.)

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 an upgraded 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.

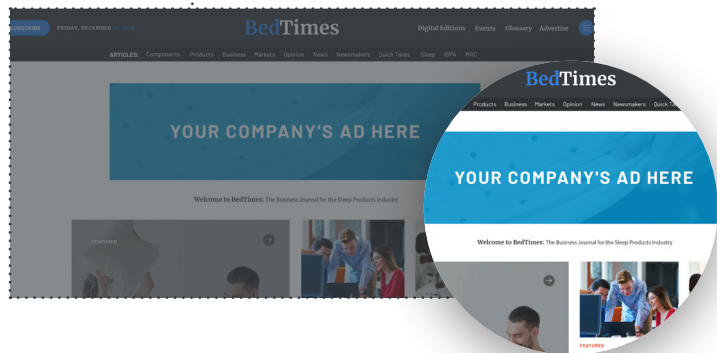
How to Advertise

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

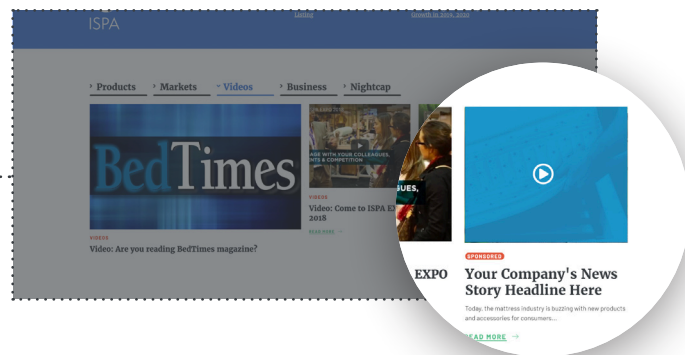
Banner advertising



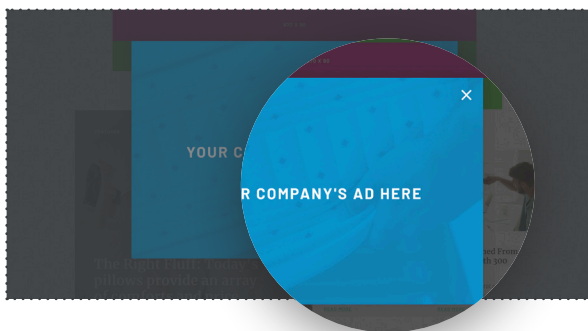
Sponsored content



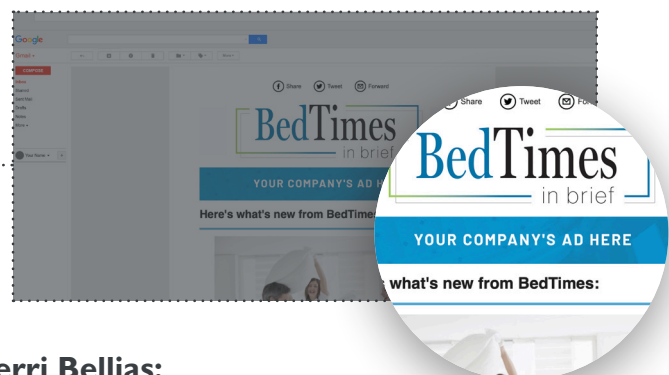
Sponsored video



Interstitial



Email newsletter Banner



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

BedTimesMagazine.com

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

Leaderboard

970 x 90

Mobile Sizes

300 x 100 | 320 x 100

Included with every banner advertising buy.

Billboard

970 x 250 (full green space)

Half page

300 x 600

Medium rectangle

300 x 250

Internal Billboard

970 x 250

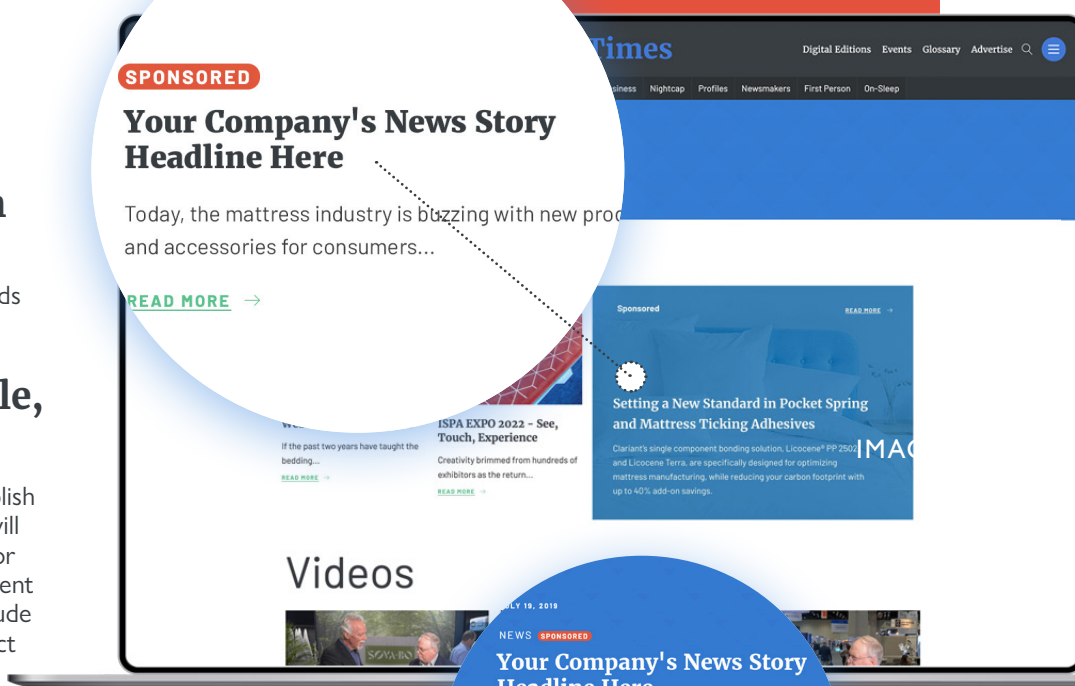
Showcase your industry expertise and connect

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.



SPONSORED VIDEO

Connect with visual content

VIDEO:
COMPANY/PRODUCT SPOTLIGHT



Video (5-minute max)

- Video source must be on YouTube or Vimeo



Headline



20 words of copy

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.



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: 4,205

Open Rate:
Monthly average 41%

OPTION 1

Banner advertising

- ✓ 800 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

**For more
information,
contact:**

Kerri Bellias

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