



MEDIA KIT



print ■ online ■ digital



2017

2017 Editorial Calendar

January

Exclusive consumer research: Quantitative results from the latest Better Sleep Council study—data you can use to improve your business.

- Bonus distribution at Las Vegas Market

February

Adjustable bases: *BedTimes* explores how cool features, high style and custom options are elevating this burgeoning category.

- ISPA Industry Conference 2017 preview

March

Supply-side economics: *BedTimes* offers strategies for building and maintaining a good relationship with your suppliers.

- Las Vegas Market wrap-up
- Bonus distribution at ISPA Industry Conference 2017

April

Pillows—beyond the fluff: Today's pillow constructions are as complex as those for mattresses. *BedTimes* examines the latest innovations in this important category.

- Interzum Cologne preview

May

Interzum Cologne: Your guide to the world's largest furniture components and machinery show in Cologne, Germany.

- ISPA Industry Conference wrap-up

June

Repairing a crisis: *BedTimes* examines how manufacturers can groom the next generation of plant equipment maintenance technicians.

- High Point Market wrap-up

July

Interzum Cologne wrap-up: *BedTimes* highlights introductions from suppliers and machinery makers at this year's show.

- Bonus distribution at Las Vegas Market

August

Happy 100th birthday, *BedTimes*: The mattress industry's oldest magazine celebrates its centennial and looks to its next century.

- Component spotlight: Yarns and fibers

September

Clean manufacturing: *BedTimes* talks to experts about how to achieve and maintain a neat, well-organized plant.

- Component spotlight: Springs

October

Foam—viscoelastic and standard polyurethane foams: In the first of a two-part series, *BedTimes* reports on advancements in the development and use of flexible polyurethane foams—from base foams to mattress comfort layers.

- Las Vegas Market wrap-up

November

Foam—latex: In the second of a two-part series, *BedTimes* reports on advancements in the development and use of foam.

- Facility fire safety

December

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

- 2018 economic forecast
- High Point Market wrap-up

NOTE: All topics on the editorial calendar are subject to change. 9-6-16

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 *BedTimes 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. Call our publishing partner, MultiView, at 800-816-6710 or 972-402-7028 or email ispa@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@sleepproducts.org.

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.

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.

- **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 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.)

Digital Opportunities

Digital Editions

Our readers engage with your print ads online in the publication's complete digital edition at BedTimesMagazine.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 previous issues dating back to 2009. When you advertise in *BedTimes*, your print ads live forever online, too.

Publication Website

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 launched in 2012.

Advertising Partnerships

We have various digital advertising opportunities available, including banner ads, rich media and video ads, to name a few. If you have a promotional idea you would like to see featured at BedTimesMagazine.com, we would be delighted to explore it.

For the full digital media kit, including ad opportunities, sizes and pricing, please contact Kerri Bellias at kbellias@sleepproducts.org or 336-945-0265.

Advertising Rates

Member rates*	1x	6x	12x	18x	24x
Full page 4C	\$2,560	\$2,215	\$1,990	\$1,910	\$1,850
1/2 page 4C	1,950	1,720	1,580		
1/3 page 4C	1,390	1,175	1,065		
1/4 page 4C	1,270	1,080	985		
Full page BW	1,710	1,365	1,140	1,060	1,000
1/2 page BW	1,300	1,070	930		
1/3 page BW	960	745	635		
1/4 page BW	840	650	555		

Effective November 30, 2016

*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:** \$2,685 • **Cover 4:** \$2,865 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. Essential elements should be kept at least 1/2-inch away from trim edges and gutter. No charge for gutter bleed on a spread.

Position

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

Classifieds

\$3 per word for the first 100 words and \$2.50 thereafter. The minimum charge is \$75. Classifieds are noncommissionable. Advance payment by credit card is required. Closing date is the 1st of the month preceding publication. Blind box numbers are \$50 per insertion. For more information, contact Debbie Robbins, ad production manager, at drobbs@sleepproducts.org or 571-482-5443.

BedTimes Centennial Celebration

In 2017, *BedTimes* will celebrate its 100th year in publication! In addition to coverage throughout the year, the August issue will offer a special tribute to the magazine's history. Take this opportunity to say happy birthday and congratulations. Or, commemorate your rich company history that highlights your early and current products and achievements.



1-page
congratulations ad



Half-page
congratulations ad



Advertising Deadlines

January

Insertion: December 1
Materials: December 8

February

Insertion: January 5
Materials: January 12

March

Insertion: February 1
Materials: February 8

April

Insertion: March 1
Materials: March 8

May

Insertion: March 31
Materials: April 10

June

Insertion: May 2
Materials: May 9

July

Insertion: June 1
Materials: June 8

August

Insertion: June 30
Materials: July 11

September

Insertion: July 28
Materials: August 8

October

Insertion: September 1
Materials: September 8

November

Insertion: October 3
Materials: October 10

December

Insertion: October 26
Materials: November 8

BedTimes

For more information about advertising in *BedTimes* or to reserve your ad space today, contact:

Kerri Bellias
Vice President of
Advertising Sales
Phone: 336-945-0265
kbellias@sleepproducts.org

BedTimes is published monthly by the International Sleep Products Association.

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501 Wythe St.
Alexandria, VA 22314
Phone: 703-683-8371
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www.sleepproducts.org



Mechanical Specifications

Publication Information

BedTimes' trim size is 8 ½ x 11 inches. The image area is 7 x 10 inches. Essential ad elements should be kept at least ½ inch away from the trim edges and gutter.

Ad Sizes

Full page 8 ½ x 11 inches
(live image area 7 x 10 inches)
Full-page bleed 8 ¾ x 11 ¼ inches
Two-page spread 17 x 11 inches
(live image area 16 x 10 inches)
Full-bleed, two-page spread 17 ¼ x 11 ¼ inches
1/2 page horizontal 7 ⅝ x 4 ⅞ inches
1/2 page vertical 3 ¾ x 10 ⅛ inches
1/2 page island 5 ⅓ x 7 inches
1/3 page vertical 2 ⅞ x 10 ⅛ inches
1/4 page horizontal 7 ⅝ x 2 ½ inches
1/4 page vertical 3 ¾ x 4 ⅞ inches

Material Requirements

- We require advertisers to send digital files.
- **We prefer PDFs.** They should be made without crop marks, registration marks or color bars.
 - **All text and images must be placed at least ½ inch away from the trim** (outside edges) to ensure that you do not lose any important information when the magazine is bound and trimmed.
 - **All images must be at least 300 dpi.**
 - *BedTimes* is SWOP printed in CMYK. For best printing, **all images must be converted to CMYK and all colors in an ad should be CMYK.**
 - **Refer to the exact ad sizes.** If the ad includes bleed, be sure to use the full bleed measurements.
- Email file directly to Debbie Robbins, ad production manager. Email or call for instructions to upload via FTP.
Email: drobbins@sleepproducts.org
Phone: 571-482-5443

