



MEDIA KIT

print ■ online ■ digital

BedTimes

| The Business Journal for the Sleep Products Industry

2016

2016 Editorial Calendar

January

Special delivery: *BedTimes* explores recent advances in delivery systems.

- Adhesives
- Bonus distribution at Las Vegas Market

February

Manufacturing reinvented: A look at how computer mapping, 3-D printing and other technologies are changing the bedding and ticking product development process.

- ISPA EXPO 2016 preview

March

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

- Las Vegas Market wrap-up
- Bonus distribution at ISPA EXPO 2016

April

Quality assurance Q&A: *BedTimes* asks mattress makers and quality experts about the most effective quality practices in their factories.

May

ISPA EXPO wrap-up: *BedTimes* recaps product introductions and events at the biennial tradeshow in the first of three parts.

- Chemical regulations update

June

Big machines: What advancements are equipment suppliers offering the bedding industry? (EXPO wrap-up, part 2)

- High Point Market wrap-up

July

Judging a bed by its cover: Ticking is often the first thing a consumer

notices about a mattress. *BedTimes* surveys the latest fabric trends. (EXPO wrap-up, part 2)

- Bonus distribution at Las Vegas Market

August

Creative new business models:

New approaches to selling, such as online retailing, are changing the way mattresses are produced and sold. *BedTimes* examines the latest in these mercurial trends.

September

Better safe than sorry: Experts offer ways to protect your computers—including manufacturing machinery—from cyberattacks and hacks.

- Quilted kits/zippered covers

October

Changing of the guard: *BedTimes* talks to up-and-coming bedding executives about their views on the industry.

- Next in line: Top 10 keys to business succession
- Las Vegas Market wrap-up

November

The closers: *BedTimes* reports on how mattress tapes are securing their place on today's beds..

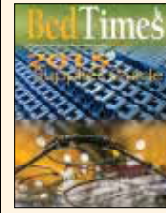
December

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

- 2017 economic forecast
- High Point Market wrap-up

NOTE: All topics on the editorial calendar are subject to change.

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 more than 95 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.)

Advertising Rates

Member rates*	1x	6x	12x	18x	24x
Full page 4C	\$2,510	\$2,170	\$1,950	\$1,880	\$1,820
1/2 page 4C	1,915	1,685	1,550		
1/3 page 4C	1,360	1,150	1,045		
1/4 page 4C	1,245	1,060	970		
Full page BW	1,660	1,320	1,100	1,030	970
1/2 page BW	1,240	1,010	875		
1/3 page BW	930	720	615		
1/4 page BW	815	630	540		

Effective November 30, 2014

*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:** \$2,645 • **Cover 4:** \$2,825 Rates include color and bleed.

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, enable readers to easily sort

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.

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's visitor numbers have climbed steadily since the site revamp launched in 2012.

Advertising Partnerships

Do you have a promotion idea you'd like to see featured at BedTimesMagazine.com? If so, we're delighted to explore the possibilities. Quotes are based on the size and scope of the promotion and on the expected level of exposure. For pricing and information, contact Kerri Bellias, vice president of advertising sales, at kbellias@sleepproducts.org or 336-945-0265.

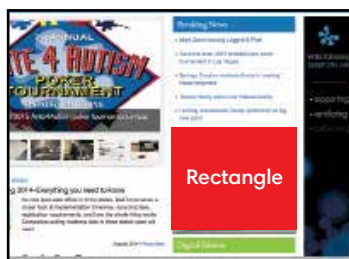
Web Display Advertisements for Homepage and Interior Pages



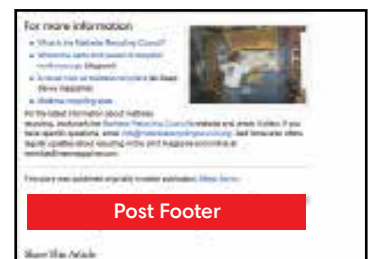
Leaderboard
728 x 90 pixels



Skyscraper
120 x 600 pixels



Rectangle
300 x 250 pixels



Post Footer
468 x 90 pixels

Advertising Deadlines

January

Insertion: December 1
Materials: December 8

February

Insertion: January 6
Materials: January 13

March

Insertion: February 2
Materials: February 9

April

Insertion: March 1
Materials: March 9

May

Insertion: April 1
Materials: April 8

June

Insertion: May 3
Materials: May 11

July

Insertion: June 1
Materials: June 8

August

Insertion: June 30
Materials: July 7

September

Insertion: July 29
Materials: August 8

October

Insertion: September 1
Materials: September 8

November

Insertion: October 4
Materials: October 10

December

Insertion: October 27
Materials: November 7

BedTimes

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

Kerri Bellias

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Phone: 336-945-0265
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kbellias@sleepproducts.org

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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.

- **Preferred format** PDF (high-resolution, CMYK, 300 DPI or higher with fonts and images embedded with no crop marks)
- **Accepted formats**
 - Illustrator (saved as AI, all type converted to outlines with all linked files)
 - Photoshop (CMYK or gray scale, 300 DPI saved as TIFF or EPS)
- **Proofs** Our printer follows SWOP specifications. If a close match is desired on press, SWOP-approved proofs must be provided. If an approved proof is not supplied, *BedTimes* accepts no responsibility for accuracy of reproduction.
- **How to send your files** To send your ad or for information about uploading via FTP site, email Debbie Robbins, ad production manager, at drobbins@sleepproducts.org or call 571-482-5443.

