



# SLEEP Tech

Bedding technologies magazine

“The most influential  
way of international  
promotion”

[www.sleeptechmagazine.com](http://www.sleeptechmagazine.com)

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PRINTED COPIES

**11,500**

DIGITAL COPIES

**OVER 50,000**

AT ALL MAJOR  
EVENTS

# The best media for your targeted or worldwide promotion



SLEEP WELL and SLEEP TECH magazines are dedicated only to the sleep products and technologies industry with rich contents and wide distribution network. Both of the magazines cover all recent news, new products and technologies, company profiles, special interest topics selected from the industry, events and more. SLEEP WELL and SLEEP TECH magazines are distributed by cargo and e-mailing in 87 countries.



## TECHNICAL SPECIFICATIONS

- ▶ Sleep Tech's full-page trim size is 20 cm x 27 cm. (Trim size is the actual document size.)
- ▶ The live area of a full-page ad is 19 x 25 cm. Keep all type and important information in the live area. (Type/information should be at least one cm away from the trim edges.)
- ▶ Bleed is any element or background extending outside of the trim of a full page or spread. (Add .3 mm to all edges of trim/document size.)
- ▶ Minimum 300 dpi ready-to-print ad designs should be delivered at PDF format

## SOFT COPY DISTRIBUTION

Besides hard copy, digital copy of the magazine reaches to over 50,000 international manufacturers and buyers every month by e-mailing.

Ad Sizes	CM
Full Page Trim Size	20 x 27
Bleed Size	20,6 x 27,6
Live Area	19 x 25
Two-Page Spread with No Bleed: Ad & Live	38 x 25
Two-Page Spread with Bleed	40,6 x 27,6

## HARD COPY DISTRIBUTION PROFILE

Mattress manufacturers & bedding products producers	4,600
Furniture producers	4,150
Fairs & exhibitions	2,600
Domestic and foreign assoc. and foundations	250
<b>TOTAL:</b>	<b>11,500</b>

## 2022 EDITORIAL CALENDAR

### January/February

Main topics: Furniture and furnishing fabrics

Furniture production

#### Event distribution:

Istanbul Furniture Fair

### March / April

Main topics: Mattress packaging machineries

Materials for mattress production

#### Event distribution:

Mebel Polska

Interior Mebel Ukraine

### May / June

Main topics: Adhesives & chemicals

Upholstery

Quilting machineries

#### Event distribution:

Salone del Mobile

Evteks

### July / August

Main topics: Packaging machines

Semi finished products

Cutting machines

#### Event distribution:

Las Vegas Market Summer

### September / October

Main topics: Mattress assembly systems

Mattress production machineries

Foam

#### Event distribution:

Heimtextil Russia

IBIA Expo

### November / December

Main topics: Foams and adhesives

Cutting machines

Labels

#### Event distribution:

Foam Expo Europe

Mebel Russia

## 2022 ADVERTISING RATES (EURO)

PAGE	1x	3x	6x
Front Cover	7,000	6,600	6,000
Back Cover	5,000	4,600	4,000
	Subject to availability	Subject to availability	Subject to availability
Inside Front Cover	3,000	2,700	2,400
Inside Back Cover	2,500	2,250	2,000
First Page	3,000	2,750	2,400
1/1 Inside Page	2,000	1,800	1,600
Two Page Spread	3,500	3,150	2,800
Half Page	1,000	900	800
<b>LOOSE INSERTS</b>	<b>2 PAGES 1,500 EURO</b>		<b>4 PAGES 2,500 EURO</b>



## EDM (e-mailing) Advertising

**E-MAIL SHOT  
50,000**

**VALUABLE E-MAIL ADDRESSES  
3,500 EURO**

**We offer EDM service  
for exporters, importers and  
manufacturers  
in order to they can reach  
their target market.**

## Website Advertising Website Rates (EURO)

PAGE	1x	3x	6x	12x
Topbar	N.A for 2022			
Sidebar	500	1300	2100	4000
POP-UP	2000	1500	1250	1000





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