



SLEEP Tech

Bedding technologies magazine

“The most influential
way of international
promotion”

www.sleeptechmagazine.com
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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
TOTAL:	11,500

2023 EDITORIAL CALENDAR

January/February

Main topics:

Furniture and furnishing fabrics
Mattress production

Event distribution:

Heimtextil 2023
Istanbul Furniture Fair

March / April

Main topics:

Mattress packaging machineries
Materials for mattress production

Event distribution:

Mebel Polska
Interzum Guangzhou

May / June

Main topics:

Adhesives & chemicals
Upholstery
Quilting machineries

Event distribution:

Interzum Cologne
Salone del Mobile

July / August

Main topics:

Packaging machines, springs
Semi-finished products
Cutting machines

Event distribution:

Las Vegas Market Summer

September / October

Main topics:

Mattress assembly systems
Mattress production machineries

Event distribution:

Sleep Expo Middle East
IBIA Expo

November / December

Main topics:

Foams and adhesives
Cutting machines
Labels

Event distribution:

Foam Expo Europe

2023 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
LOOSE INSERTS	2 PAGES 1,500 EURO		4 PAGES 2,500 EURO



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



EDM (e-mailing) Advertising

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manufacturers
in order to they can reach
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