

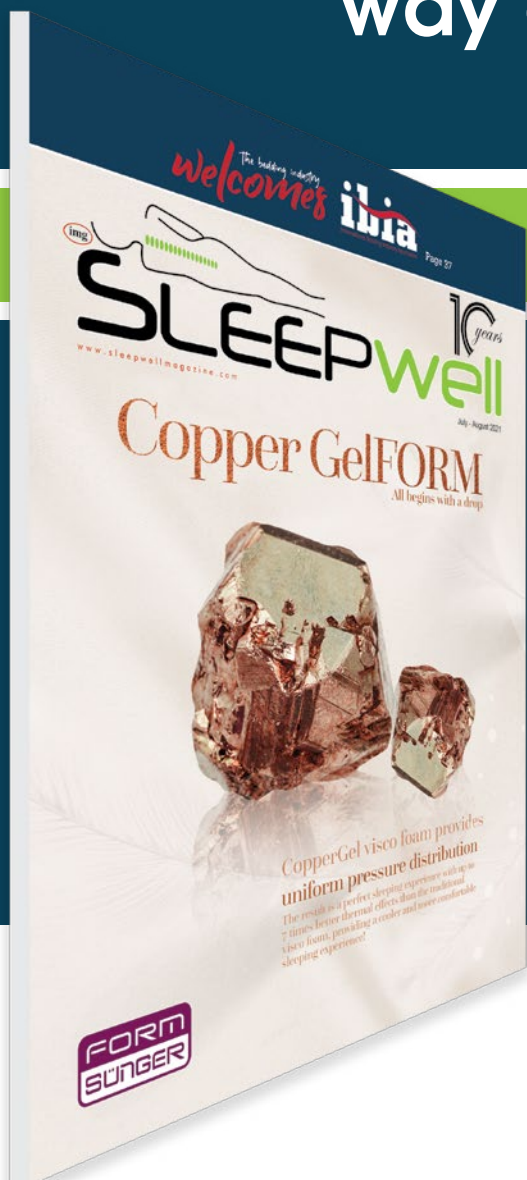


SLEEPwell

“The most influential way of international promotion”

www.sleepwellmagazine.com

e-mail: sales@img.com.tr



PRINTED COPIES

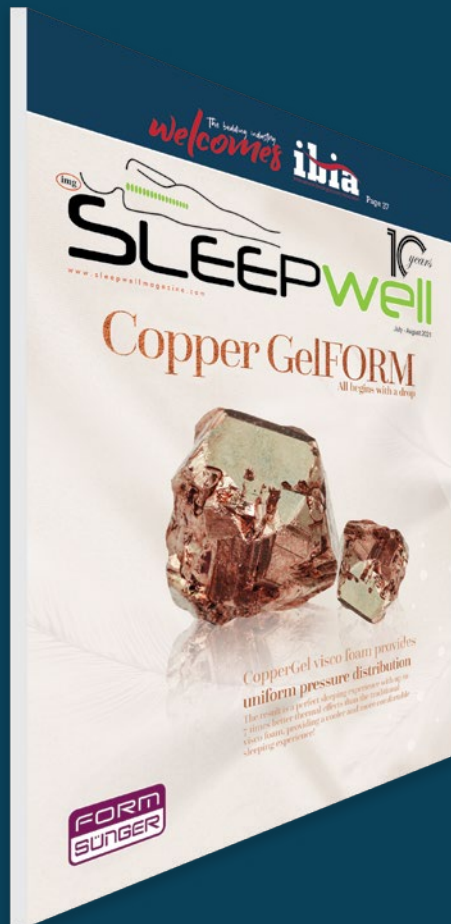
11,500

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 Well'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 distributors & wholesaler:	4,800
Sleep product distributors	3,850
Fairs & exhibitions	2,600
Domestic and foreign assoc. and foundations	250
TOTAL:	11,500



2022 EDITORIAL CALENDAR

January/February

Main topic: Adjustable beds, bedspreads & sleep products

Event distribution:

Sleep Expo Middle East

March/April

Main topic: Contract sector mattresses and latex mattresses

Event distribution:

Mebel Polska

Interior Mebel Ukraine

May/June

Main topic: Bedroom furniture & organic mattresses

Event distributions:

Salone Del Mobile

Evtteks

July/August

Main topic: Hotel beds & intelligent beds

Event distribution:

Las Vegas Market Summer

Intertextile Shanghai

September/October

Main topic: Bedding systems & pillow duvets

Event distribution:

IBIA Expo Istanbul

The Bed Show

Heimtextil Russia

CIFF Shanghai

November/December

Main topic: Innerspring & visco and roll mattresses

Event distribution:

Mebel Russia

Foam Expo Europe

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
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

**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.





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