Behind the Seams

2021 MEDIA KIT & EDITORIAL CALENDAR

Who We Are.

A Voice for the Sewn Products Equipment Industry.

SPESA

SPESA is the industry association for suppliers to the sewn products industry. These suppliers are manufacturers and distributors of machinery, systems, technology, supply chain solutions, equipment, and related parts and supplies, along with other products and services used for the development, manufacture, or distribution of sewn products.

BEHIND THE SEAMS

Behind The Seams is a free online news service offering perspective on the current issues and trends impacting our industry, highlights of current news, member thought leadership, and much more. Emails with the latest headlines are sent to 16k+ subscribers on the first and third Wednesday of every month.

Readership

16k+

Here's What People Are Saying.

"As a reader, I value Behind the Seams because it's a concise, single source to review any critical developments or announcements over the last two weeks. As an advertiser, we invest in Behind the Seams because it's a great way to get our message out to our customers and industry partners."

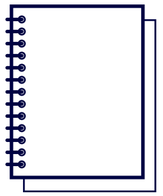
- LEONARD MARANO, GERBER TECHNOLOGY

Opportunities for Engagement

Find the Right Fit for Your Business

Banner Ads

Digital Pop-ups



Sponsored Content

Digital Event Sponsorships*

Creative Support

Customized Opportunities

*More information to come.

Banner Ads

OVERVIEW

Promote your business through banner ads featured on the main page of Behind the Seams and on a rotating banner on all other Behind the Seams pages. Leaderboard banners are rotated on a month-to-month basis. All banner ads are featured in emails disseminated to 16k+ readers twice a month.

Advertisers are welcome to submit banner ads in Spanish for the Behind the Seams Spanish website and twice-monthly Spanish email edition.

SPECS

1244x142 pixels

PRICING STRUCTURE

1-3 Months: $350 Per Month
4-12 Months: $300 Per Month

Digital Pop-ups

OVERVIEW

Capture the attention of readers immediately with an exclusive digital pop-up on the Behind the Seams website. It will be the first image visitors see and allow you to showcase your business in an engaging and eye-catching format. The digital pop-up ad also comes with a banner ad featured at the top of one email issue to 16k+ readers.

Advertisers are welcome to submit digital pop-ups in Spanish for the Behind the Seams Spanish website and twice-monthly Spanish email edition.

SPECS

720x300 pixels
Videos welcomed & encouraged

PRICING STRUCTURE

$400 for Two Week Period

Branded Content

OVERVIEW

Share your brand with our readers through a sponsored article seamlessly integrated into the Behind the Seams editorial content. According to Nielsen, marketers that distributed their branded content in partnership with a publisher saw a 50% higher brand lift than those who published content on their own. The content will live on the Behind the Seams website forever and searchable in archives. It will also be linked in an email issue to 16k+ readers.

Articles can also be submitted in Spanish or translated by the Behind the Seams editorial team for an additional cost.

SPECS

600-800 words

Content must be approved by the Behind the Seams team and denoted as "sponsored" to align with FTC guidelines.

PRICING STRUCTURE

$500 Per Article

Creative Support

OVERVIEW

Interested in advertising but don't have an in-house design team to bring your creative to life? We can help! All we need is your logo, brand colors, and preferred marketing message. Any designs would go through an approval process to ensure you and your team are happy with what has been created.

SPECS

Specs and cost will vary depending upon services requested.

Interested in a Customized Package?

Contact Maggie Mcdonald (maggie@spesa.org)
or Marie D'Avignon (marie@spesa.org)
to discuss opportunities.

JANUARY 2021

Future of the
Sewn Products Industry
Ad Close: Dec. 18, 2020

FEBRUARY 2021

Diversity in the Industry
Ad Close: Jan. 22, 2021

MARCH 2021

Women in the Industry
Ad Close: Feb. 19. 2021

APRIL 2021

Sustainability
Ad Close: Mar. 19, 2021

MAY 2021

Supply Chain
Ad Close: Apr. 16, 2021

JUNE 2021

Rising Stars
Ad Close: May 21, 2021

Editorial Calendar 2021

JULY 2021

Made in the U.S.A.
Ad Close: Jun. 18, 2021

AUGUST 2021

Summer Vacation
(Aeronautics, Automotive, Maritime)
Ad Close: Jul. 16, 2021

SEPTEMBER 2021

Workforce Development
Ad Close: Aug. 20, 2021

OCTOBER 2021

Executive Conference Theme
Ad Close: Sept. 17, 2021

NOVEMBER 2021

Texprocess Americas
Ad Close: Oct. 15, 2021

DECEMBER 2021

Year in Review
Ad Close: Nov. 19, 2021

Editorial Calendar 2021

Want to Learn More?

Contact Maggie McDonald (maggie@spesa.org) or Marie D'Avignon (marie@spesa.org) to learn more about the advertising opportunites that best suit you and your business needs.