



Behind the Seams

2024 MEDIA KIT

Who We Are.

**A Voice for the Sewn
Products 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 15k subscribers on the first and third Wednesday of every month.



Readership

15k





Hear What People Are Saying.

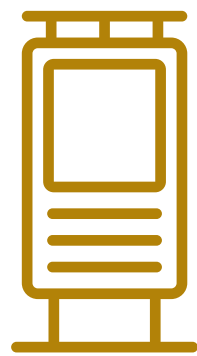
"As a reader, I value Behind the Seams because it's a concise, single source to review any critical developments or announcements over the last two weeks. As an advertiser, we invest in Behind the Seams because it's a great way to get our message out to our customers and industry partners."

- LEONARD MARANO, LECTRA



Opportunities for Engagement

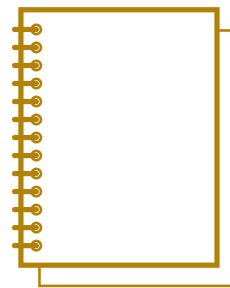
Find the Right Fit for Your Business



Banner Ads



Digital Pop-ups



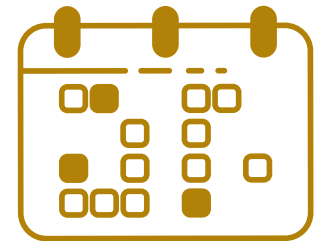
Branded Content



Creative Support



Press Release Writing



Calendar Entries



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 15k readers twice a month.

SPECS

1244x142 pixels

PRICING STRUCTURE

1-3 months: \$400 per month

4-12 months: \$350 per month

Did You Know?

SPESA members receive a complimentary one-month banner ad.

We believe in promoting the work of our SPESA members. Each month, we invite a SPESA member to advertise for free in Behind the Seams. While we have a rotating schedule of the free monthly banner ads, we invite our members to submit requests for a specific month in the year.

Our team is also happy to support the creation of these banner ads for our members.



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 15k readers.

SPECS

720x300 pixels

Videos welcomed & encouraged

PRICING STRUCTURE

\$450 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 be searchable in archives. It will also have prime placement in the Behind the Seams email issued to 15k readers.

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 guidelines, 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.

PRICING STRUCTURE

This service is provided *free* to all SPESA members.

Others are invited to reach out and inquire about the cost of this service.



Press Release Writing

OVERVIEW

Looking to make a company announcement but don't have the in-house copywriting expertise? We can help. Give us the information, and we'll pen a 500-750 word release, including 1-2 quotes written on behalf of your company stakeholders. We'll share the final, approved copy with you to disseminate to your media contacts. The final release will also live on the Behind the Seams website.

SPECS

Relevant URLs
High-res company image
Company boilerplate

PRICING STRUCTURE

\$100 per press release



Calendar Entries

OVERVIEW

Whether it's a conference, trade show, cocktail party, or virtual event, we invite you to share it on Behind the Seams. Our team keeps a constant pulse on current industry events, but if you do not see your event listed, please share it with us. We will ensure that it is added to our calendar.

SPECS

- Date & time of event
- 50-100 word event summary
- Event URL
- High-res event image

PRICING STRUCTURE

This service is provided *free* to all readers.

Interested in a Customized Package?

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

Reach Us

For Questions or More Information.

ADDRESS

3434 Edwards Mill Road | Suite 112-158 | Raleigh, NC 27612

PHONE NUMBER

+1 (919) 867-7578

EMAILS

Maggie@spesa.org

Marie@spesa.org