



2024 Editorial Calendar

Jan/Feb Color Trends: Hot hues for branding and merchandising

- Retail Road Trip
- Product spotlight: Pillows
- Bonus Distribution at Las Vegas Market

March/April International Retailers: Sales tips from across the world

- Retail Road Trip
- Product Spotlight: Adjustable Bases
- Las Vegas Market Wrap-up
- Bonus Distribution at High Point Market

May/June The Right Mix: Find the best combination of promotional, midrange and luxury mattresses for your store

- High Point Market Wrap-up
- Retail Road Trip

July/Aug Private-label Partnerships: Discover the benefits of these partnerships and how to merchandise them to make the most of exclusivity

- Product Spotlight: Accessories
- Retail Road Trip
- Bonus Distribution at Las Vegas Market

Sept/Oct Dead Beds: How to handle comfort returns

- Product Spotlight: Youth Bedding
- Retail Road Trip
- Las Vegas Market Wrap-up
- Bonus Distribution at High Point Market

Nov/Dec The Glow Up: Key trends in design that can guide a store refresh

- Product Spotlight: Mattresses for active lifestyles
- High Point Market Wrap-up
- Retail Road Trip