



BLACK FRIDAY SALE

SAVE UP TO ~~\$900~~ \$925

on zoned comfort with Serta® iComfortPro™ mattresses when paired with select adjustable base sets.*

Granby
EXTRA FIRM
11.5" Profile



We've included an **EXTRA \$25 OFF** sale pricing for the Serta Counting Sheep's birthday.



PRICES SHOWN REFLECT
EVENT SAVINGS

\$1674

YOU SAVE
\$325

Queen Mattress



	FLAT BASE				MATTRESS + ADJUSTABLE BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		baselogic™ BRONZE UPGRADE		baselogic™ SILVER UPGRADE		baselogic™ GOLD UPGRADE		baselogic™ PLATINUM UPGRADE	
TWIN XL	\$1,174	YOU SAVE \$325	\$1,424	YOU SAVE \$325	\$1,453	YOU SAVE \$325	\$1,723	YOU SAVE \$325	\$2,073	YOU SAVE \$325	\$2,273	YOU SAVE \$625
QUEEN	\$1,674	YOU SAVE \$325	\$1,974	YOU SAVE \$325	\$1,973	YOU SAVE \$325	\$2,273	YOU SAVE \$325	\$2,673	YOU SAVE \$325	\$2,873	YOU SAVE \$625
KING/ CAL KING*	\$2,374	YOU SAVE \$325	\$2,874	YOU SAVE \$325	\$2,973	YOU SAVE \$325	\$3,373	YOU SAVE \$325	\$3,773	YOU SAVE \$325	\$3,973	YOU SAVE \$625
					\$2,932		\$3,472		\$4,172		\$4,572	YOU SAVE \$925
					1 BASE	1 BASE	1 BASE	1 BASE	1 BASE	1 BASE	1 BASE	
					2 BASES	2 BASES	2 BASES	2 BASES	2 BASES	2 BASES	2 BASES	

*King and Cal King adjustable set prices shown as 1 Base represent adjustable bases that operate as one unit, even if delivered in multiple boxes. Prices with 2 Bases represent adjustable bases that can operate independently or be synchronized.



10 YEAR WARRANTY



MADE IN THE U.S.A. WITH GLOBAL COMPONENTS



ADJUSTABLE BASE COMPATIBLE



CERTIPUR-US CERTIFIED

*Purchase select Serta® iComfortPro™ mattresses between November 4, 2025 and December 2, 2025 and receive up to \$625 in mattress savings. Plus save up to \$300 on a qualified baselogic™ adjustable base. Savings offers on the mattresses will vary by model. The maximum \$925 savings applies to any size eligible mattresses with any size baselogic™ Platinum adjustable base. These offers may not be applied to previous purchases, cannot be combined with other offers and are only available at participating retailers in the 50 United States and District of Columbia while supplies last. Product availability, pricing and offer dates may vary by retail location. Void where prohibited by law. © 2025 Serta, Inc. All rights reserved. See serta.com for full details.



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Chelsea
MEDIUM
12" Profile



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PRICES SHOWN REFLECT
EVENT SAVINGS

\$1,974

**YOU SAVE
\$325**

Queen Mattress



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	MATTRESS		MATTRESS + FOUNDATION		baselogic™ BRONZE UPGRADE		baselogic™ SILVER UPGRADE		baselogic™ GOLD UPGRADE		baselogic™ PLATINUM UPGRADE	
TWIN XL	\$1,474	YOU SAVE \$325	\$1,724	YOU SAVE \$325	\$1,753	YOU SAVE \$325	\$2,023	YOU SAVE \$325	\$2,373	YOU SAVE \$325	\$2,573	YOU SAVE \$625
QUEEN	\$1,974	YOU SAVE \$325	\$2,274	YOU SAVE \$325	\$2,273	YOU SAVE \$325	\$2,573	YOU SAVE \$325	\$2,973	YOU SAVE \$325	\$3,173	YOU SAVE \$625
KING/ CAL KING*	\$2,674	YOU SAVE \$325	\$3,174	YOU SAVE \$325	\$3,273	YOU SAVE \$325	\$3,673	YOU SAVE \$325	\$4,073	YOU SAVE \$325	\$4,273	YOU SAVE \$625
					1 BASE		1 BASE		1 BASE		1 BASE	YOU SAVE \$925
					\$3,232		\$3,772		\$4,472		\$4,872	
					2 BASES		2 BASES		2 BASES		2 BASES	

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10 YEAR WARRANTY



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ADJUSTABLE BASE COMPATIBLE



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Ambrose
FIRM
13" Profile



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PRICES SHOWN REFLECT
EVENT SAVINGS

\$2274

YOU SAVE
\$325

Queen Mattress



	FLAT BASE				MATTRESS + ADJUSTABLE BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		baselogic™ BRONZE UPGRADE		baselogic™ SILVER UPGRADE		baselogic™ GOLD UPGRADE		baselogic™ PLATINUM UPGRADE	
TWIN XL	\$1,774	YOU SAVE \$325	\$2,024	YOU SAVE \$325	\$2,053	YOU SAVE \$325	\$2,323	YOU SAVE \$325	\$2,673	YOU SAVE \$325	\$2,873	YOU SAVE \$625
QUEEN	\$2,274	YOU SAVE \$325	\$2,574	YOU SAVE \$325	\$2,573	YOU SAVE \$325	\$2,873	YOU SAVE \$325	\$3,273	YOU SAVE \$325	\$3,473	YOU SAVE \$625
KING/ CAL KING*	\$2,974	YOU SAVE \$325	\$3,474	YOU SAVE \$325	\$3,573	YOU SAVE \$325	\$3,973	YOU SAVE \$325	\$4,373	YOU SAVE \$325	\$4,573	YOU SAVE \$625
					1 BASE		1 BASE		1 BASE		1 BASE	YOU SAVE \$925
					\$3,532		\$4,072		\$4,772		\$5,172	YOU SAVE \$925
					2 BASES		2 BASES		2 BASES		2 BASES	

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10 YEAR WARRANTY



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ADJUSTABLE BASE COMPATIBLE



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Ambrose
PLUSH
 13" Profile



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PRICES SHOWN REFLECT
 EVENT SAVINGS

\$2274

YOU SAVE
\$325

Queen Mattress



	FLAT BASE				MATTRESS + ADJUSTABLE BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		baselogic™ BRONZE UPGRADE		baselogic™ SILVER UPGRADE		baselogic™ GOLD UPGRADE		baselogic™ PLATINUM UPGRADE	
TWIN XL	\$1,774	YOU SAVE \$325	\$2,024	YOU SAVE \$325	\$2,053	YOU SAVE \$325	\$2,323	YOU SAVE \$325	\$2,673	YOU SAVE \$325	\$2,873	YOU SAVE \$625
QUEEN	\$2,274	YOU SAVE \$325	\$2,574	YOU SAVE \$325	\$2,573	YOU SAVE \$325	\$2,873	YOU SAVE \$325	\$3,273	YOU SAVE \$325	\$3,473	YOU SAVE \$625
KING/ CAL KING*	\$2,974	YOU SAVE \$325	\$3,474	YOU SAVE \$325	\$3,573	YOU SAVE \$325	\$3,973	YOU SAVE \$325	\$4,373	YOU SAVE \$325	\$4,573	YOU SAVE \$625
					1 BASE		1 BASE		1 BASE		1 BASE	YOU SAVE \$925
					\$3,532		\$4,072		\$4,772		\$5,172	YOU SAVE \$925
					2 BASES		2 BASES		2 BASES		2 BASES	

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10 YEAR WARRANTY



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ADJUSTABLE BASE COMPATIBLE



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Dartmouth
PLUSH PILLOW TOP
 15" Profile



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PRICES SHOWN REFLECT
 EVENT SAVINGS

\$2574

YOU SAVE
\$425

Queen Mattress



	FLAT BASE				MATTRESS + ADJUSTABLE BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		basellogic™ BRONZE UPGRADE		basellogic™ SILVER UPGRADE		basellogic™ GOLD UPGRADE		basellogic™ PLATINUM UPGRADE	
TWIN XL	\$2,074	YOU SAVE \$425	\$2,324	YOU SAVE \$425	\$2,353	YOU SAVE \$425	\$2,623	YOU SAVE \$425	\$2,973	YOU SAVE \$425	\$3,173	YOU SAVE \$725
QUEEN	\$2,574	YOU SAVE \$425	\$2,874	YOU SAVE \$425	\$2,873	YOU SAVE \$425	\$3,173	YOU SAVE \$425	\$3,573	YOU SAVE \$425	\$3,773	YOU SAVE \$725
KING/ CAL KING*	\$3,274	YOU SAVE \$425	\$3,774	YOU SAVE \$425	\$3,873	YOU SAVE \$425	\$4,273	YOU SAVE \$425	\$4,673	YOU SAVE \$425	\$4,873	YOU SAVE \$725
					1 BASE		1 BASE		1 BASE		1 BASE	YOU SAVE \$725
					\$3,832		\$4,372		\$5,072		\$5,472	YOU SAVE \$1,025
					2 BASES		2 BASES		2 BASES		2 BASES	

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10 YEAR WARRANTY



MADE IN THE U.S.A. WITH GLOBAL COMPONENTS



ADJUSTABLE BASE COMPATIBLE



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Kingston
FIRM
14" Profile



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PRICES SHOWN REFLECT
EVENT SAVINGS

\$3374

YOU SAVE
\$625

Queen Mattress



	FLAT BASE				MATTRESS + ADJUSTABLE BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		baselogic™ BRONZE UPGRADE		baselogic™ SILVER UPGRADE		baselogic™ GOLD UPGRADE		baselogic™ PLATINUM UPGRADE	
TWIN XL	\$2,874	YOU SAVE \$625	\$3,124	YOU SAVE \$625	\$3,153	YOU SAVE \$625	\$3,423	YOU SAVE \$625	\$3,773	YOU SAVE \$625	\$3,973	YOU SAVE \$925
QUEEN	\$3,374	YOU SAVE \$625	\$3,674	YOU SAVE \$625	\$3,673	YOU SAVE \$625	\$3,973	YOU SAVE \$625	\$4,373	YOU SAVE \$625	\$4,573	YOU SAVE \$925
KING/ CAL KING*	\$4,074	YOU SAVE \$625	\$4,574	YOU SAVE \$625	\$4,673	YOU SAVE \$625	\$5,073	YOU SAVE \$625	\$5,473	YOU SAVE \$625	\$5,673	YOU SAVE \$925
					1 BASE		1 BASE		1 BASE		1 BASE	YOU SAVE \$925
					\$4,632		\$5,172		\$5,872		\$6,272	YOU SAVE \$1,225
					2 BASES		2 BASES		2 BASES		2 BASES	

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Canterbury
PLUSH
15" Profile



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PRICES SHOWN REFLECT
EVENT SAVINGS

\$3874

YOU SAVE
\$625

Queen Mattress



	FLAT BASE				MATTRESS + ADJUSTABLE BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		baselogic™ BRONZE UPGRADE		baselogic™ SILVER UPGRADE		baselogic™ GOLD UPGRADE		baselogic™ PLATINUM UPGRADE	
TWIN XL	\$3,374	YOU SAVE \$625	\$3,624	YOU SAVE \$625	\$3,653	YOU SAVE \$625	\$3,923	YOU SAVE \$625	\$4,273	YOU SAVE \$625	\$4,473	YOU SAVE \$925
QUEEN	\$3,874	YOU SAVE \$625	\$4,174	YOU SAVE \$625	\$4,173	YOU SAVE \$625	\$4,473	YOU SAVE \$625	\$4,873	YOU SAVE \$625	\$5,073	YOU SAVE \$925
KING/ CAL KING*	\$4,574	YOU SAVE \$625	\$5,074	YOU SAVE \$625	\$5,173	YOU SAVE \$625	\$5,573	YOU SAVE \$625	\$5,973	YOU SAVE \$625	\$6,173	YOU SAVE \$925
					\$5,132		\$5,672		\$6,372		\$6,772	YOU SAVE \$1,225
					1 BASE	1 BASE	1 BASE	1 BASE	1 BASE	1 BASE	1 BASE	1 BASE
					2 BASES	2 BASES	2 BASES	2 BASES	2 BASES	2 BASES	2 BASES	2 BASES

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Buckingham
PLUSH PILLOW TOP
 16" Profile



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PRICES SHOWN REFLECT
 EVENT SAVINGS

\$4374

YOU SAVE
\$625

Queen Mattress



	FLAT BASE				MATTRESS + ADJUSTABLE BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		basellogic™ BRONZE UPGRADE		basellogic™ SILVER UPGRADE		basellogic™ GOLD UPGRADE		basellogic™ PLATINUM UPGRADE	
TWIN XL	\$3,874	YOU SAVE \$625	\$4,124	YOU SAVE \$625	\$4,153	YOU SAVE \$625	\$4,423	YOU SAVE \$625	\$4,773	YOU SAVE \$625	\$4,973	YOU SAVE \$925
QUEEN	\$4,374	YOU SAVE \$625	\$4,674	YOU SAVE \$625	\$4,673	YOU SAVE \$625	\$4,973	YOU SAVE \$625	\$5,373	YOU SAVE \$625	\$5,573	YOU SAVE \$925
KING/ CAL KING*	\$5,074	YOU SAVE \$625	\$5,574	YOU SAVE \$625	\$5,673	YOU SAVE \$625	\$6,073	YOU SAVE \$625	\$6,473	YOU SAVE \$625	\$6,673	YOU SAVE \$925
					1 BASE		1 BASE		1 BASE		1 BASE	YOU SAVE \$1,225
					\$5,632		\$6,172		\$6,872		\$7,272	
					2 BASES		2 BASES		2 BASES		2 BASES	

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