



# BLACK FRIDAY SALE

## SAVE UP TO ~~\$600~~ \$625

on zoned comfort with Serta® iComfort® mattresses when paired with select adjustable base sets.\*

**Elana**  
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

# \$1074

YOU SAVE  
\$225

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	\$774	YOU SAVE \$225	\$1,024	YOU SAVE \$225	\$1,053	YOU SAVE \$225	\$1,323	YOU SAVE \$225	\$1,673	YOU SAVE \$225	\$1,873	YOU SAVE \$525
FULL	\$924	YOU SAVE \$225	\$1,224	YOU SAVE \$225	\$1,223	YOU SAVE \$225	\$1,523	YOU SAVE \$225	\$1,923	YOU SAVE \$225	\$2,123	YOU SAVE \$525
QUEEN	\$1,074	YOU SAVE \$225	\$1,374	YOU SAVE \$225	\$1,373	YOU SAVE \$225	\$1,673	YOU SAVE \$225	\$2,073	YOU SAVE \$225	\$2,273	YOU SAVE \$525
KING/ CAL KING*	\$1,674	YOU SAVE \$225	\$2,174	YOU SAVE \$225	\$2,273	YOU SAVE \$225	\$2,673	YOU SAVE \$225	\$3,073	YOU SAVE \$225	\$3,273	YOU SAVE \$525
					1 BASE		1 BASE		1 BASE		1 BASE	YOU SAVE \$825
					\$2,232		\$2,772		\$3,472		\$3,872	
					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® iComfort® mattresses between November 4, 2025 and December 2, 2025 and receive up to \$325 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 \$625 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](http://serta.com) for full details.



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**Aveda**  
MEDIUM  
12" Profile



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PRICES SHOWN REFLECT  
EVENT SAVINGS

# \$1274

YOU SAVE  
\$225

Queen Mattress



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	MATTRESS		MATTRESS + FOUNDATION		baselogic™ BRONZE UPGRADE		baselogic™ SILVER UPGRADE		baselogic™ GOLD UPGRADE		baselogic™ PLATINUM UPGRADE	
TWIN XL	\$974	YOU SAVE \$225	\$1,224	YOU SAVE \$225	\$1,253	YOU SAVE \$225	\$1,523	YOU SAVE \$225	\$1,873	YOU SAVE \$225	\$2,073	YOU SAVE \$525
FULL	\$1,124	YOU SAVE \$225	\$1,424	YOU SAVE \$225	\$1,423	YOU SAVE \$225	\$1,723	YOU SAVE \$225	\$2,123	YOU SAVE \$225	\$2,323	YOU SAVE \$525
QUEEN	\$1,274	YOU SAVE \$225	\$1,574	YOU SAVE \$225	\$1,573	YOU SAVE \$225	\$1,873	YOU SAVE \$225	\$2,273	YOU SAVE \$225	\$2,473	YOU SAVE \$525
KING/ CAL KING*	\$1,874	YOU SAVE \$225	\$2,374	YOU SAVE \$225	\$2,473	YOU SAVE \$225	\$2,873	YOU SAVE \$225	\$3,273	YOU SAVE \$225	\$3,473	YOU SAVE \$525
					1 BASE		1 BASE		1 BASE		1 BASE	YOU SAVE \$825
					\$2,432		\$2,972		\$3,672		\$4,072	
					2 BASES		2 BASES		2 BASES		2 BASES	

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**Aveda**  
PLUSH  
12" Profile



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PRICES SHOWN REFLECT  
EVENT SAVINGS

# \$1274

YOU SAVE  
\$225

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	\$974	YOU SAVE \$225	\$1,224	YOU SAVE \$225	\$1,253	YOU SAVE \$225	\$1,523	YOU SAVE \$225	\$1,873	YOU SAVE \$225	\$2,073	YOU SAVE \$525
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QUEEN	\$1,274	YOU SAVE \$225	\$1,574	YOU SAVE \$225	\$1,573	YOU SAVE \$225	\$1,873	YOU SAVE \$225	\$2,273	YOU SAVE \$225	\$2,473	YOU SAVE \$525
KING/ CAL KING*	\$1,874	YOU SAVE \$225	\$2,374	YOU SAVE \$225	\$2,473	YOU SAVE \$225	\$2,873	YOU SAVE \$225	\$3,273	YOU SAVE \$225	\$3,473	YOU SAVE \$525
					\$2,432		\$2,972		\$3,672		\$4,072	YOU SAVE \$825

\*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.



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**Iona**  
MEDIUM  
13" Profile



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PRICES SHOWN REFLECT  
EVENT SAVINGS

# \$1574

YOU SAVE  
\$225

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	\$1,074	YOU SAVE \$225	\$1,324	YOU SAVE \$225	\$1,353	YOU SAVE \$225	\$1,623	YOU SAVE \$225	\$1,973	YOU SAVE \$225	\$2,173	YOU SAVE \$525
FULL	\$1,424	YOU SAVE \$225	\$1,724	YOU SAVE \$225	\$1,723	YOU SAVE \$225	\$2,023	YOU SAVE \$225	\$2,423	YOU SAVE \$225	\$2,623	YOU SAVE \$525
QUEEN	\$1,574	YOU SAVE \$225	\$1,874	YOU SAVE \$225	\$1,873	YOU SAVE \$225	\$2,173	YOU SAVE \$225	\$2,573	YOU SAVE \$225	\$2,773	YOU SAVE \$525
KING/ CAL KING*	\$2,274	YOU SAVE \$225	\$2,774	YOU SAVE \$225	\$2,873	YOU SAVE \$225	\$3,273	YOU SAVE \$225	\$3,673	YOU SAVE \$225	\$3,873	YOU SAVE \$525
					1 BASE		1 BASE		1 BASE		1 BASE	\$4,472
					\$2,832		\$3,372		\$4,072		\$4,472	
					2 BASES		2 BASES		2 BASES		2 BASES	

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**Iona**  
PLUSH  
13" Profile



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PRICES SHOWN REFLECT  
EVENT SAVINGS

# \$1574

YOU SAVE  
\$225

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	\$1,074	YOU SAVE \$225	\$1,324	YOU SAVE \$225	\$1,353	YOU SAVE \$225	\$1,623	YOU SAVE \$225	\$1,973	YOU SAVE \$225	\$2,173	YOU SAVE \$525
FULL	\$1,424	YOU SAVE \$225	\$1,724	YOU SAVE \$225	\$1,723	YOU SAVE \$225	\$2,023	YOU SAVE \$225	\$2,423	YOU SAVE \$225	\$2,623	YOU SAVE \$525
QUEEN	\$1,574	YOU SAVE \$225	\$1,874	YOU SAVE \$225	\$1,873	YOU SAVE \$225	\$2,173	YOU SAVE \$225	\$2,573	YOU SAVE \$225	\$2,773	YOU SAVE \$525
KING/ CAL KING*	\$2,274	YOU SAVE \$225	\$2,774	YOU SAVE \$225	\$2,873	YOU SAVE \$225	\$3,273	YOU SAVE \$225	\$3,673	YOU SAVE \$225	\$3,873	YOU SAVE \$525
					1 BASE		1 BASE		1 BASE		1 BASE	\$2,832
					2 BASES		2 BASES		2 BASES		2 BASES	

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**Aspire**  
MEDIUM  
14" Profile



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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
FULL	\$1,524	YOU SAVE \$325	\$1,824	YOU SAVE \$325	\$1,823	YOU SAVE \$325	\$2,123	YOU SAVE \$325	\$2,523	YOU SAVE \$325	\$2,723	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
					1 BASE		1 BASE		1 BASE		1 BASE	YOU SAVE \$925
					\$2,932		\$3,472		\$4,172		\$4,572	2 BASES

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PLUSH  
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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
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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
					1 BASE		1 BASE		1 BASE		1 BASE	YOU SAVE \$925
					\$2,932		\$3,472		\$4,172		\$4,572	YOU SAVE \$925
					2 BASES		2 BASES		2 BASES		2 BASES	

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