



ISS
INSIDE SELF-STORAGE®



2024 Media Kit

The Leader in Self-Storage Education and Insight

**Providing information for owners, managers,
developers and investors around the globe!**

Inside Self-Storage (ISS) is a full-service brand offering quality content via a print magazine, a robust website, an online community, a live conference and tradeshow, and an online store. We directly and consistently reach tens of thousands of self-storage professionals. By aligning our content with the media our audience most consumes, we're able to offer the greatest reach and engagement for our advertisers, sponsors, exhibitors and underwriters.



Inside Self-Storage (ISS) is the trusted information source for thousands of industry managers, owners, investors and developers. By having a deep understanding of our audience, we're able to provide content these key individuals need for their specific roles in the business. This includes people involved in each step of the buying process, from innovation to research to analysis to operation.

The ISS brand includes print publications, e-media, live events, a online discussion forum, and an e-commerce website offering abundant education resources. The family includes **ISS Magazine**, the ISS website at **insideselfstorage.com**, the **ISS World Expo**, **Self-Storage Talk** and the **ISS Store**, which provides on-demand education and insight for industry professionals.



ISS Magazine

Reach 21,000 owners, managers, developers, investors and other self-storage professionals by advertising in **ISS Magazine**. Published 12 times a year, it's the go-to information source for industry professionals!



ISS Website

With an average of 140,000-plus page views and 61,000-plus unique visitors each month, our content-rich website is the industry's leading online information source for professionals on the go. We have several display and lead-generation opportunities available that allow you to reach your target audience.



ISS World Expo

The world's largest self-storage conference and tradeshow will take place April 2-5, 2024, at the Caesars Forum Conference Center in Las Vegas. This year's event will be packed with learning and networking opportunities for its thousands of participants! Make sure your company is represented in front of this highly engaged group of professionals.



Self-Storage Talk

With nearly 11,300 members and approximately 147,000 posts, **Self-Storage Talk** is the industry's largest online community, where professionals network with experts and peers to make connections and find answers to common questions. Take advantage of several display-advertising opportunities to get in front of this active community.



ISS Store

The **Inside Self-Storage Store** is an online marketplace for on-demand education resources including videos, books, audios, special reports and other products designed to help self-storage professionals gain a competitive advantage.



ISS MAGAZINE

2024 Editorial Calendar

Official Show Edition!

	JANUARY	FEBRUARY	MARCH	APRIL
	Investment & Real Estate	Add-On Services	Technology	Manager Enrichment
Ad reservations	November 4	December 6	January 8	February 7
Ad materials	November 9	December 11	January 15	February 9
Features	<ul style="list-style-type: none"> Finance options and strategies Alternative investment vehicles Feasibility and due diligence Real estate essentials 	<ul style="list-style-type: none"> Profit centers to explore Creating ancillary space Promoting and selling add-on offerings Other logistical challenges <p>BONUS DISTRIBUTION: Arizona Self-Storage Association Conference</p>	<ul style="list-style-type: none"> Facility automation Mobile devices and apps Management software Tech support <p>BONUS DISTRIBUTION: Self Storage Association Spring Conference</p>	<ul style="list-style-type: none"> Sales skills Customer care Career-advancement advice Conflict resolution <p>BONUS DISTRIBUTION: Inside Self-Storage World Expo</p>
	MAY	JUNE	JULY	AUGUST
	Risk Management & Security	Development & Design	Marketing	Outsourcing / Best of Business
Ad reservations	March 8	April 10	May 13	June 10
Ad materials	March 18	April 12	May 17	June 14
Features	<ul style="list-style-type: none"> Legal issues Insurance (commercial and tenant) Crisis and crime management Safety and security <p>BONUS DISTRIBUTION: California Self Storage Association Conference</p>	<ul style="list-style-type: none"> Planning and zoning Design trends and aesthetics Construction trends and challenges Components and materials 	<ul style="list-style-type: none"> Grassroots and community marketing Traditional promotion methods Digital strategies Public relations and the media 	<ul style="list-style-type: none"> When to outsource Vetting service suppliers Negotiating contracts "Best of Business" winners revealed
	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	Annual Top-Operators Lists & Operator Showcase	Revenue Management	Property Care	Staffing
Ad reservations	July 9	August 12	September 9	October 8
Ad materials	July 12	August 16	September 13	October 11
Features	<ul style="list-style-type: none"> 100 of the industry's top facility owners 50 of the industry's top management firms List observations and analysis Operator showcase and insights <p>BONUS DISTRIBUTION: Self Storage Association Fall Conference</p>	<ul style="list-style-type: none"> Pricing strategies Delinquencies and collections Operating expenses Budgeting and forecasting <p>BONUS DISTRIBUTION: Texas Self Storage Association Conference / Federation of European Self Storage Associations Conference</p>	<ul style="list-style-type: none"> Understanding/increasing facility value Upgrades and remodeling Site-maintenance tasks DIY service and repair 	<ul style="list-style-type: none"> Hiring, training and evaluating Compensation and incentives Policies and procedures Discipline and termination

2024 Magazine Rates

	1X	3X	6X	12X
Full Page	\$6,988	\$6,590	\$6,082	\$5,763
2/3 Page	\$5,059	\$4,770	\$4,615	\$4,019
1/2 Page	\$4,100	\$3,910	\$3,523	\$3,107
1/3 Page	\$3,523	\$3,107	\$2,801	\$2,402

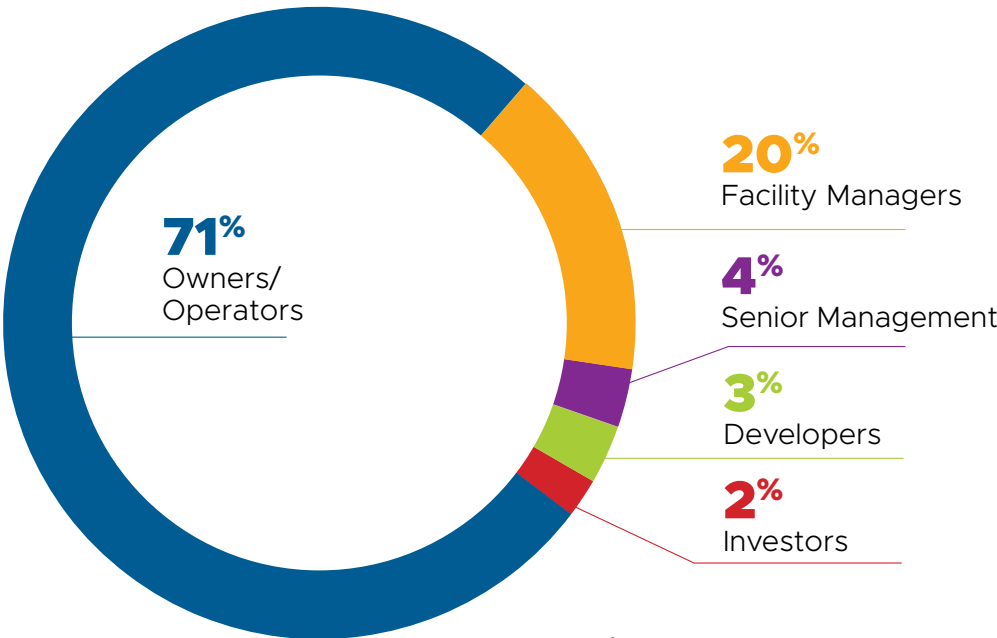
Premium Positions

Trim size 8.125" x 10.875"

*The rates listed are net. Contact **Debbie Pirkey** at debbie.pirkey@informa.com for premium-position rates and availability.

A Look at the Magazine Audience*

Total circulation: 21,000 industry professionals



**As of August 2023*



Media Buys = Expo Power!

It really pays to buy media advertising, especially if you plan to exhibit at the ISS World Expo! Every time you purchase an ISS print or web advertisement or invest in one of our many digital programs, you earn points toward expo priority placement, which improves your booth choice on our show floor. Get details on page 11!



ISS WEBSITE

Insideselfstorage.com provides a wide range of essential industry content covering news, trends, legislation, facility operators, products, acquisitions and so much more. In-depth feature articles delve into all aspects of the business including marketing, management, finance, real estate, add-on services, development and others.

The combination of relevant editorial and traffic that consistently tops industry competitors makes our website the perfect vehicle to reach facility operators, developers and investors on the go.

A Look at the Online Audience

July 2022 - July 2023



Social Networking Audience

17,050+



THE ISS AUDIENCE

During which stage in the self-storage professional’s buying journey does your brand appear? Understanding that process and how your company fits into it is extremely important!

Let’s look at the ISS audience. In a recent survey, respondents offered the following insight.

Awareness Stage

On which types of content do you most heavily rely when researching product and service solutions?

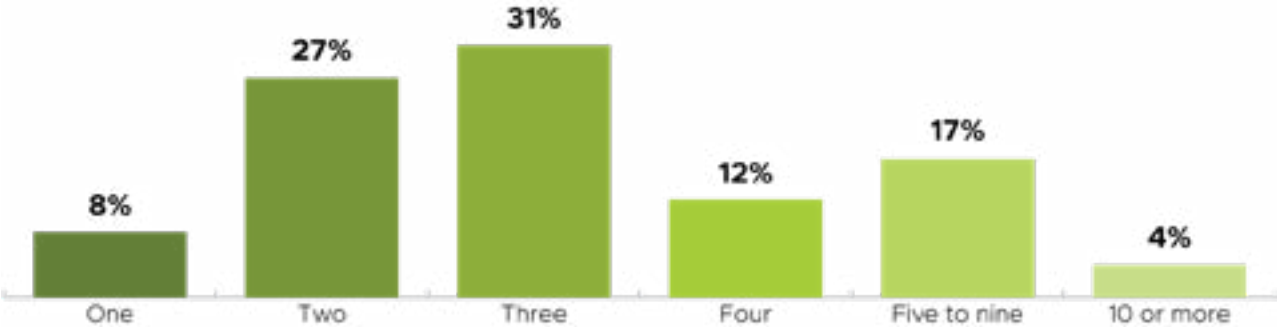


Consideration Stage

For what type of content are you willing to share your professional information?



How many pieces of content do you download or consume as you research products and services for a business need?



Decision Stage

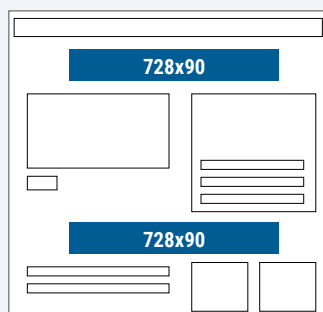
Lead potential customers to a buying decision in your favor by aligning your brand with ISS content. The importance of branding (awareness) and lead nurturing (consideration) can’t be overstated, so make sure you’re in front of industry prospects where they consume the most content: ISS Magazine, insideselfstorage.com and the ISS World Expo!

YOUR ONLINE OPPORTUNITIES

New website coming in December! ISS website visitors will enjoy a fresh experience later this year, with an updated look and enhanced functionality. In addition to refined search ability (think thousands of articles), the site will have faster load times and optimal viewing on all devices. The site will also feature asynchronous and smart loading ad serving. This means ads load on the page only when in view by the website visitor. Below-the-fold ads now have a seat at the table!

Leaderboard (728x90) \$3,742/month

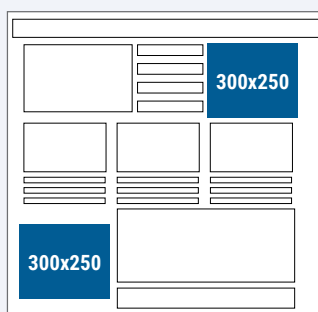
Highly visible units appear at the top and middle of the page



- Positioned at the top and middle of ISS website
- Ad hyperlinks to preferred URL
- Monthly program

Right/Left In-Edit Rectangle (300x250) \$3,742/month

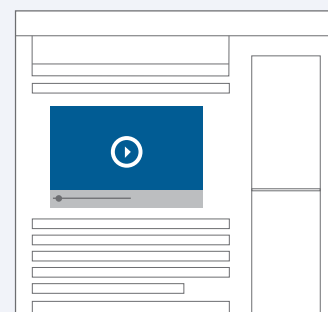
Appears on the right and left sides of the website



- Ad hyperlinks to preferred URL
- Monthly program

In-Article Video \$1,701/week

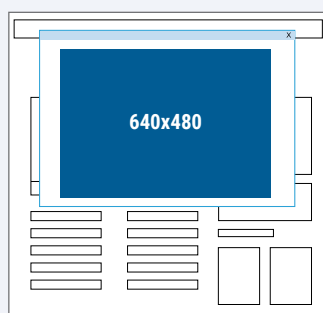
Videos appear inside article content for more focused, attentive viewer engagement



- Premium environment for short 30- to 60-second videos
- One position available per week
- Ad hyperlinks to preferred URL

Welcome Ad (640x480) \$7,484/week

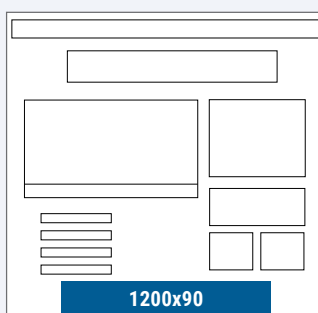
Loads on first visit, "sponsored introduction" is displayed with a countdown



- One position available per week
- Runs seven consecutive days (Monday through Sunday)
- Appears when viewer arrives for his first visit each day; redirects after 15 seconds
- Ad links to preferred URL

Floor Ad \$5,103/week

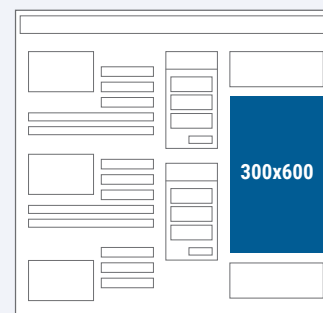
Loads on first visit plus every three minutes the user is on the site



- One position available per week
- Runs for seven consecutive days (Monday through Sunday)
- Ad hyperlinks to preferred URL

Half-Page Rectangle (300x600) \$3,742/month

Appears on the right side of the website



- Ad hyperlinks to preferred URL
- Monthly program

Sponsored Content \$1,749 per month

Native advertising placement occurs within the ISS content stream. Includes headline and link to your website.



FASTCHAT EXPERT INTERVIEW

Our ISS “FastChat” video interviews are an excellent way to satisfy your changing customer base and corporate marketing needs. Video-based communication has become a preferred method of reaching target audiences. With this product, your chosen company representative will interact via online conferencing with a member of the ISS team to tell the story of your brand’s innovation, market leadership and expertise.

Your FastChat can be five to 15 minutes long. Our team member will ask your representative three to five compelling questions, agreed upon in advance. All recording will take place remotely.

This purchase includes:

- ➔ Front to end guidance and support for video content and production
- ➔ A dedicated landing page containing:
 - Your final, polished FastChat video
 - A brief summary of the interview content
 - A bio for your company representative
 - Your company logo
 - Up to three downloadable assets relating to the topic of the interview, such as an article, whitepaper or other video
- ➔ One month of turnkey marketing promotion
- ➔ Reporting on user-engagement metrics including:
 - Landing-page unique visitors
 - Landing-page visits
 - Video starts
 - Total/average video-play duration
 - Clicks to client websites
 - Clicks to related assets and interactive links

Cost: \$7,500

Example: <https://fastchats.informaengage.com/fast-chats/income-is-unlocked-with-fixed-income/>



DIGITAL PROGRAMS/LEAD GENERATION

Digital Programs

Weekly Email Newsletter

insideselfstorage.com

Enewsletters are a great way to reach an engaged audience hungry for the latest information. Whether your goal is to educate subscribers about your brand or position your products as being pivotal within the industry, these mailings provide the perfect platform to reach your marketing goals.

12,000+ subscribers / 12% average unique open rate

Leaderboard Ad

580x80 or 468x60, \$1,497/week

Rectangle Ad

180x150, \$1,021/week



Lead Generation

Whitepapers and Case Studies

Price: \$5,000

insideselfstorage.com

Many organizations have created valuable whitepapers and case studies but lack a marketing strategy to distribute and support them. What good is a publication if the right people don't see it? Allow us to position your offering in front of the ISS audience, apply a performance-marketing strategy, and drive the traffic to create the qualified leads you demand.



Program Details:

- Company logo on landing page
- 1 dedicated email to relevant audience members
- 1 social post on Facebook and Twitter
- 1 mention in the ISS weekly newsletter
- All leads that have given consent for third-party share per Informa data privacy policies over the 60-day program will be provided weekly as they become available

Webinars

Call for pricing.

insideselfstorage.com

Webinars allow you to define a market position, surround a market theme and educate large groups of industry professionals on a specific topic. Our events are presented live and then available on demand for 90 days.

- Sponsor receives all leads

SST

SELF-STORAGE TALK®

SST is the industry's largest online community, where professionals network with experts and peers to make connections and find answers to common questions.

As of August 2023

- More than 11,738 members
- More than 152,195 posts
- More than 16,385 topics
- 38,418 average page views per month over the last 12 months
- 12,152 average unique visitors per month over the last 12 months

Advertising opportunities:

- Leaderboard ad: \$1,701/month
- Rectangle ad: \$907/month
- Logo in right-hand column: \$567/month



"I have been able to meet a few people on here. I love the humor, the good-natured ribbing and the wealth of information."

~ Member lamkathleenj

"Being a storage rookie, I knew there was a lot I didn't know. Boy, did I learn some stuff here ... I've learned a lot in the four years at my facility, and I like to think much of it came from this site and all the people here."

~Senior Member DairyGirl

"This has been a great resource to help me grow my business over the years. I can easily come here to ask questions about issues I may currently face and, at the same time, help others with problems they face."

~Senior Member RandyL



April 2-5, 2024
Caesars Forum Conference Center
Las Vegas
issworldexpo.com

SHOW-FLOOR PRIORITY PLACEMENT

The ISS World Expo priority-placement system determines the order in which exhibitors are allowed to choose their booth space for an upcoming event. Priority is based on total points, which are earned when your company spends money with the ISS brand. Points are awarded when you buy booth space, an event sponsorship, a print magazine ad, a web ad, or any of the many digital products we offer. Every dollar spent equals a single point.

Booth sales for our 2025 event will begin March 4, 2024. The point window for this placement goes back to Jan. 1, 2021, and applies to all signed contracts that are in place by Feb. 9, 2024. For more information and a list of qualifying purchases, please contact [Debbie Pirkey](#) at 212.710.7424.

Please note: Priority placement for the 2024 expo was determined in early 2023. You can still book booth space, however, you will now be choosing space on a first-come, first-served basis.

Attendee Breakout

Interested to know who attends our annual Las Vegas event? Visit **issworldexpo.com** and download the Exhibitor Prospectus! It contains anything you might want to know about exhibiting. Simply choose "Book Your Booth" from the "Exhibit" drop-down menu and scroll down to Exhibitor Tools.

For 33 years, the Inside Self-Storage World Expo has consistently delivered the world's largest conference and tradeshow devoted to the self-storage business. Become an exhibitor and connect with new buyers, generate leads, tap into new markets, increase sales and strengthen your role in the industry. Don't miss this chance to get your impressive products, amazing services and cutting-edge technologies in front of thousands of industry professionals.

2023 EVENT HIGHLIGHTS

-  **More than 4,120 industry participants**
-  **More than 1,450 first-time attendees**
-  **More than 60 countries and 50 states represented**
-  **238 exhibiting companies**

TOP 6 ATTENDEE OBJECTIVES

-  **For education and professional development**
-  **For ideas and inspiration**
-  **To learn about trends in the marketplace**
-  **To see new products and services**
-  **To gather product information for future purchases**
-  **To source new vendors and suppliers**



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Interested in sharing your expertise with our audience or contributing a skilled perspective? ISS is happy to accept article submissions so long as they're educational and non-promotional in nature. If you'd like to propose a specific topic to address or have a research to share, please email issteam@informa.com. To submit press releases, email the ISS News Center at issnews@informa.com.