

ISS Magazine: Editorial Calendar

Issue	Theme	Features	Bonus Distribution
<p>January Ad reservations: 11/4/24 Ad materials due: 11/9/24</p>	<p>Investment & Real Estate</p>	<ul style="list-style-type: none"> • Finance options and strategies • Alternative investment vehicles • Feasibility and due diligence • Real estate essentials 	
<p>February Ad reservations: 12/6/24 Ad materials due: 12/11/24</p>	<p>Add-On Services</p>	<ul style="list-style-type: none"> • Profit centers to explore • Creating ancillary space • Promoting and selling add-on offerings • Other logistical challenges 	<p>Arizona Self-Storage Association Conference and Tradeshow</p>
<p>March Ad reservations: 1/8/25 Ad materials due: 1/15/25</p>	<p>Technology</p>	<ul style="list-style-type: none"> • Facility automation • Mobile devices and apps • Management software • Tech support 	<p>Self Storage Association Spring Conference and Tradeshow</p>
<p>April Ad reservations: 2/7/25 Ad materials due: 2/9/25</p>	<p>Manager Enrichment</p>	<ul style="list-style-type: none"> • Sales skills • Customer care • Career-advancement advice • Conflict resolution 	
<p>May Ad reservations: 3/8/25 Ad materials due: 3/18/25</p>	<p>Risk Management & Security</p>	<ul style="list-style-type: none"> • Legal issues • Insurance (commercial and tenant) • Crisis and crime management • Safety and security 	<p>California Self Storage Association Napa Owner's Conference; Northeast Self Storage Association Conference and Tradeshow</p>
<p>June Ad reservations: 4/10/25 Ad materials due: 4/12/25</p>	<p>Development & Design</p>	<ul style="list-style-type: none"> • Planning and zoning • Design trends and aesthetics • Construction trends and challenges • Components and materials 	

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<p>July Ad reservations: 5/13/25 Ad materials due: 5/17/25</p>	<p>Marketing</p>	<ul style="list-style-type: none"> • Grassroots and community marketing • Traditional promotion methods • Digital strategies • Public relations and the media 	
<p>August Ad reservations: 6/10/25 Ad materials due: 6/14/25</p>	<p>Outsourcing / Best of Business</p>	<ul style="list-style-type: none"> • When to outsource • Vetting service suppliers • Negotiating contracts • “Best of Business” winners revealed 	
<p>September Ad reservations: 7/9/25 Ad materials due: 7/12/25</p>	<p>Annual Top-Operators Lists & Operator Showcase</p>	<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>Self Storage Association Fall Conference and Tradeshow</p>
<p>October Ad reservations: 8/12/25 Ad materials due: 8/16/25</p>	<p>Revenue Management</p>	<ul style="list-style-type: none"> • Pricing strategies • Delinquencies and collections • Operating expenses • Budgeting and forecasting 	<p>Texas Self Storage Association Conference and Tradeshow; Self-Storage Hawaii unConference; Federation of European Self Storage Associations Conference and Tradeshow</p>
<p>November Ad reservations: 9/9/25 Ad materials due: 9/13/25</p>	<p>Property Care</p>	<ul style="list-style-type: none"> • Understanding/increasing facility value • Upgrades and remodeling • Site-maintenance tasks • DIY service and repair 	
<p>December Ad reservations: 8/8/25 Ad materials due: 8/11/25</p>	<p>Staffing</p>	<ul style="list-style-type: none"> • Hiring, training and evaluating • Compensation and incentives • Policies and procedures • Discipline and termination 	