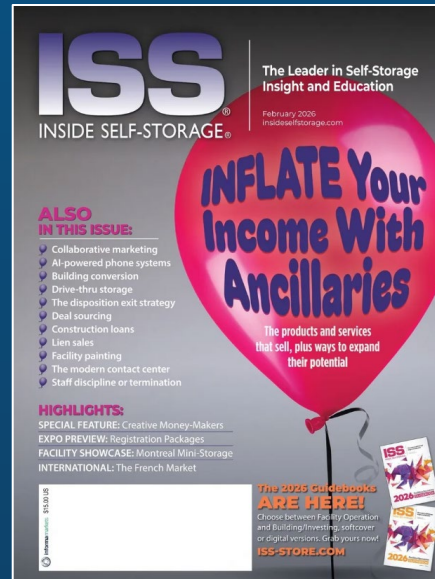


ISS

INSIDE SELF-STORAGE®

2027 Media Planner

The Leader in Self-Storage Education and Insight



16,000+
MONTHLY PRINT
SUBSCRIBERS

5,000+
MONTHLY DIGITAL
SUBSCRIBERS

25,500+
WEEKLY NEWSLETTER
SUBSCRIBERS

8,550+
WEBSITE
SUBSCRIBERS

Table of Contents

3 Our Story: Who We Are

4 About Us: The Inside Self-Storage Family

5 Our Reach: Audience

Products & Services

6 Inside Self-Storage Magazine: Overview

7 ISS Magazine: Special Issues

8 ISS Magazine: Editorial Calendar

10 ISS Website: Overview

11 ISS Website: Offerings

13 Digital Advertising: Sponsored Content

15 Digital Advertising: Newsletter

16 Digital Advertising: FastChat Expert Interview

17 Digital Advertising: Whitepapers and Case Studies

18 Digital Advertising: Webinars

19 Digital Advertising: Online Community

20 Social Media

21 ISS Store Partnership Opportunities

22 Inside Self-Storage World Expo

23 Lead Insights

Rates & Specs

25 Print-Advertising Specs

26 Print-Advertising Rates and Additional Specs

27 Digital-Advertising Specs

28 Contact Us



Inside Self-Storage has been the trusted resource
at the forefront of the industry for more than **35 years!**

Who We Are

Inside Self-Storage (ISS) is a full-service, business-to-business (B2B) 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 industry 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.

ISS was founded in 1991 by industry veteran Troy Bix, who left the brand in 2017 to pursue other industry opportunities. Vice president Teri Lanza has been with the brand since 1998. In total, the staff have been involved in self-storage for nearly 100 years between them, with remarkable experience in B2B content strategy and development, education, marketing, sales, ecommerce, event management and operation, and more.



The Inside Self -Storage Family

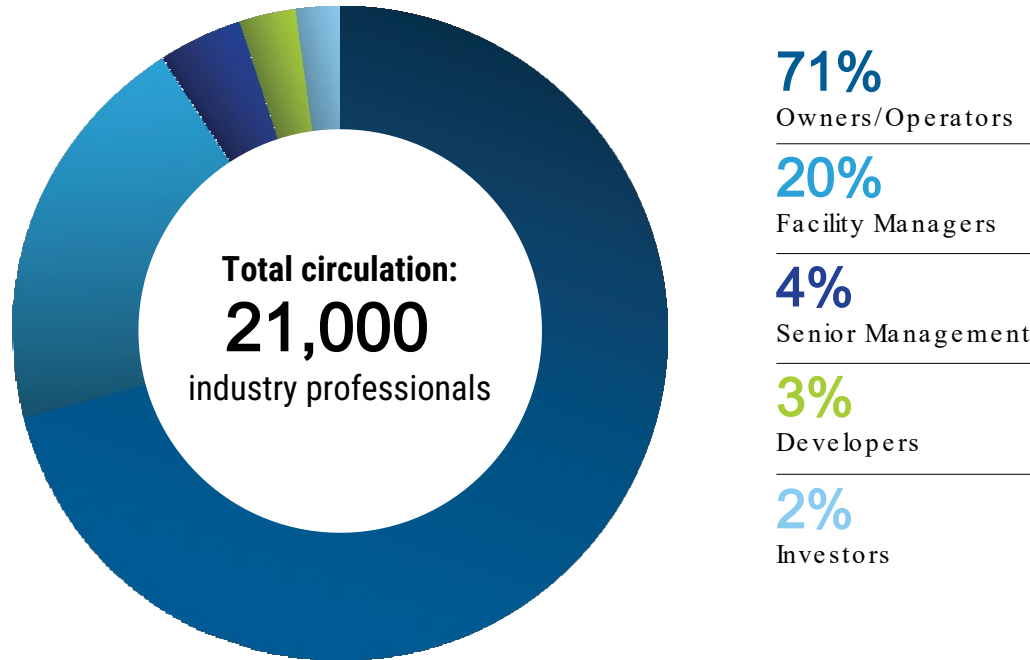
The ISS family of brands, owned by Informa, includes a monthly print magazine, a robust media website full of free resources, the industry's largest annual conference and tradeshow, an online store, and the industry's largest, most active web community.



Audience

Our readers are industry professionals looking to successfully build, expand, buy, sell, manage and market a self-storage operation, including facility owners, managers, support staff, investors, developers and suppliers.

Let's look at the ISS Magazine audience as of August 2026:



Reach top industry decision-makers!

Tailor your advertising program by leveraging a variety of popular channels to build brand awareness, create a pipeline and generate high-quality leads.

A Look at the Online Audience July 2025 - July 2026



Inside Self -Storage Magazine: Overview

Whether you're a seasoned self-storage veteran or just starting your career, you'll find the tools and information you need to succeed with **ISS Magazine**, available in print or digital format. Published 12 times a year, this publication is the market leader to which industry professionals go to meet their information needs. Every issue contains late-breaking news, in-depth articles, insights from the experts, highlights on products and services, operational tips, and much more.

Circulation: 16,000 softcover copies of the magazine are mailed to industry professionals worldwide. Another 5,000-plus copies are consumed digitally.

Reach: Each month more than 71,000 self-storage community members read **ISS Magazine**, based on an industry average of 3.4 readers per copy.



ISS Magazine: Special Issues

While every issue of ISS Magazine is packed with timely, relevant, high-demand self-storage information, these special issues are among the highest read each year:

March

This edition contains the ISS World Expo Show Planner, a preliminary guide to the industry's largest, most comprehensive conference and tradeshow.



April

The official show Issue is distributed to thousands of participants at the annual ISS World Expo in Las Vegas through literature-distribution bins and the ISS booth on the show floor.



August

The winners of our annual Best of Business reader-choice poll are revealed and interviewed in this edition, often sharing little-known facts about their business.



September

This issue contains the extremely popular, annual Top-Operators Lists of self-storage facility owners and management firms. It also contains an analytical report of the list data.



The Annual ISS Guidebooks

Advertise in these coveted, educational publications that cover all aspects of the industry! Available in softcover or digital formats, you can choose between the **Building/Investing Guidebook** or the **Facility-Operation Guidebook**.



ISS Website: Overview

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

The diagram illustrates the ISS website layout with various ad placements labeled:

- Big Sky Ad:** Located at the top of the page, above the main navigation bar.
- Leaderboard Ad 1:** Located below the Big Sky Ad, above the main content area.
- Rectangle Ad 1:** Located on the right side of the page, next to the main content area.
- Rectangle Ad 2:** Located on the right side of the page, below Rectangle Ad 1.
- Leaderboard Ad 2:** Located below the main content area, above the footer.
- Rectangle Ad 3:** Located on the right side of the page, next to the main content area.
- Rectangle Ad 4:** Located on the right side of the page, below Rectangle Ad 3.
- Floor Ad:** Located at the bottom of the page, below the footer.

See ad specs and pricing on pages 24-26.

ISS Website: Offerings

Inside Self-Storage offers a plethora of free resources to help industry professionals like you make the best decisions for their business. Learn about the offerings available to you and your customers.

Articles

We provide a wide range of essential, in-depth industry content covering news, trends, legislation, facility operators, products, acquisitions and so much more.

! ***VENDOR TIP:** To submit your press releases, simply send them to issnews@informa.com. Interested in contributing educational articles to ISS Magazine and website? Email Senior Editor Amy Campbell at amy.campbell@informa.com.*

Best of Business

Taking place each spring, our “Best of Business” reader-choice poll solicits online votes from industry professionals who elect their favorite product and service suppliers in 40 categories.

! ***VENDOR TIP:** Make your company a winner! Encourage your customers to vote when the campaign opens in early March!*

Blogs

The ISS Blog provides a series of insightful, industry-relevant posts to help readers keep abreast of the latest trends in the marketplace as well as premium content and educational offerings.

! ***VENDOR TIP:** We’re always looking for insightful guest posts! To participate, email ISS Senior Editor Amy Campbell at amy.campbell@informa.com.*

Buyer’s Guide

This easy-to-use directory contains detailed information about hundreds of self-storage product and service suppliers, companies and associations.

! ***VENDOR TIP:** Make sure your company is included in this comprehensive, free resource. To submit or update a listing, visit buyersguide.insideselfstorage.com.*

Calendar of Events

This is the reference point to learn about the industry events happening around the globe, including conferences, tradeshow, luncheons and more!

! ***VENDOR TIP:** Use the calendar to ensure your company is participating in the industry’s top happenings.*



ISS Website: Offerings

Galleries

Designed to educate and entertain, our galleries highlight industry hot topics via informative data displays and graphical storytelling.

! *VENDOR TIP: Interested in contributing to a future gallery? Email ISS Senior Editor Amy Campbell at amy.campbell@informa.com.*

Newsletter

The ISS Newsletter is a great way to reach an engaged audience hungry for the latest news, feature stories, videos and more on the ISS website.

! *VENDOR TIP: Maximize your exposure by buying a leaderboard or rectangle ad. The newsletter goes out to more than 25K opt-in readers per week!*

Podcasts

The “Sounds of Storage” podcast features interviews and relaxed discussions with industry insiders and trendsetters on a host of important topics.

! *VENDOR TIP: Want to get one of your company executives featured in a future podcast episode? Reach out to ISS Senior Editor Amy Campbell at amy.campbell@informa.com.*

Self-Storage TV (SSTV)

Our SSTV channel is an online stream for all types of industry video, from expert insights to how-tos to facility events and much more.

! *VENDOR TIP: Send us your educational, non-promotional videos. We'll be happy to post them to the stream for free!*

Top-Operators Lists

The ISS Top-Operators Lists are an annual compilation of the industry's leading players ranked by total rentable square footage.

! *VENDOR TIP: If your company is a self-storage management firm, submit your data to be placed on our Top-50 List!*

Whitepapers and Case Studies

We distribute these valuable, digital publications to the ISS audience to drive traffic and create the qualified leads you demand.

! *VENDOR TIP: Spots are limited! Grab one to showcase your company as a leader in industry intelligence.*

Webinars

ISS delivers custom, live webinars which allow you to showcase your industry expertise to an interested, engaged audience. These events include moderated Q&A sessions with the audience.

! *VENDOR TIP: These presentations are an excellent way to gather qualified leads and position your company as a market leader.*



Digital Advertising: Sponsored Content

Leverage the power of the ISS website to position your company as a thought leader! With sponsored content, you'll elevate your brand's authority and credibility while creating meaningful connections with decision-makers who value expertise. Your item will be strategically placed within the ISS content stream to ensure your message reaches self-storage professionals at critical stages in their buying journey. Live for 30 days, these posts create a premium customer touch point with lasting value.

Option 1: "Teaser" Boxes Drive Viewers to Your URL of Choice

Reach your goal of driving traffic to your own website or another URL of your choice by promoting any type of content you have posted there. This might be a blog post, industry report, newsletter, case study, whitepaper, podcast, video, infographic, etc.

- Identified as "Sponsored Content"
- Includes headline (maximum 50 characters, including spaces)
- Includes two images (480x270 and 250x250)
- Includes 160 characters of descriptive copy, including spaces
- Headline linked to your URL of choice
- One teaser box appears on the ISS home page (see example to the right); three others appear in the content stream on all other website pages (see example on the next page)
- Sponsorship runs for 30 days

480x270
IMAGE GOES HERE

SPONSORED CONTENT

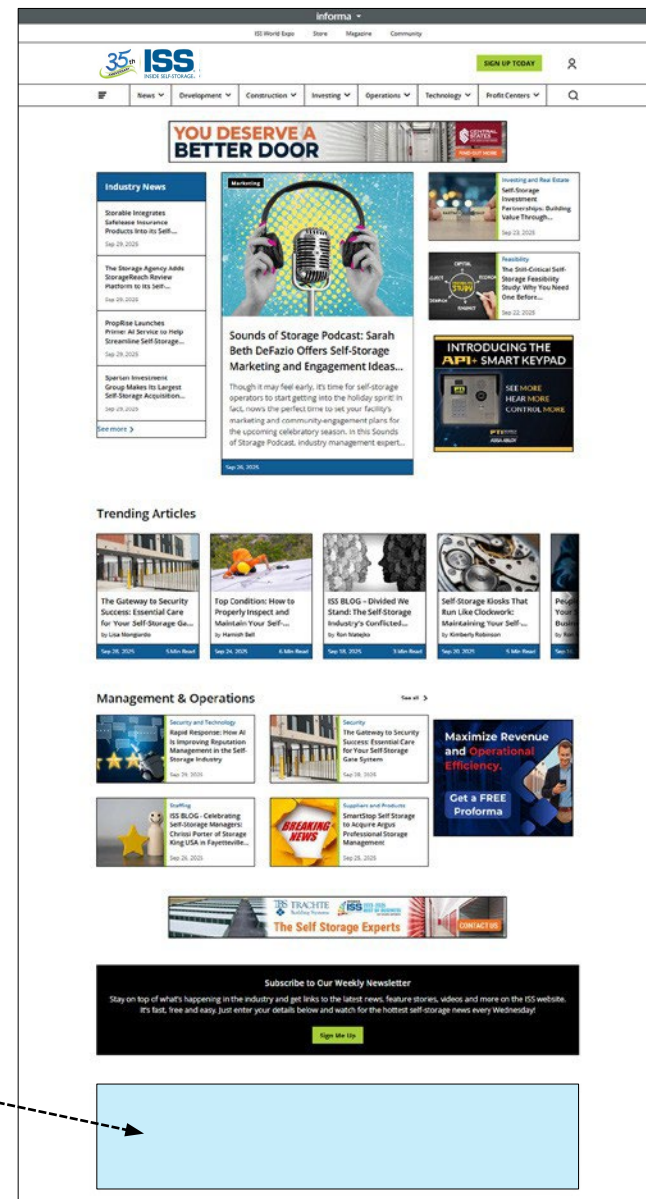
50-Character or Less Headline Goes Here

160-character descriptive copy goes here.

160-character descriptive copy goes here.

160-character descriptive copy goes here.

*An example of the sponsored content homepage teaser.
To see the teasers that appear on all other web pages, see the next page.*



See ad specs and pricing on page 26.

Digital Advertising: Sponsored Content

Option 2: Your Content Lives on the ISS Website

Like the option outlined above, this sponsorship is promoted in multiple places on the ISS website. The primary difference is the promoted content will be posted directly on insideselfstorage.com, not on an outside website. This is a great option if your goal is to help educate the industry and build credibility. Reveal yourself to our audience as an experienced thought leader!

- Identified as “Sponsored Content”
- Article is educational in nature
- Includes a byline, author biography paragraph and link to your website within the bio
- Includes 160 characters of descriptive copy, including spaces
- Article will be edited for punctuation, grammar and AP Style by ISS editorial staff
- Includes headline (maximum 50 characters, including spaces)
- Includes two images (480x270 and 250x250)
- One teaser box appears on the ISS home page (see example on previous page); three others appear in the content stream on all other website pages (see example on the right)
- Article lives on insideselfstorage.com for 30 days

250x250
IMAGE GOES
HERE

SPONSORED CONTENT

50-Character or Less Headline Goes Here

160-character descriptive copy goes here.
160-character descriptive copy goes here.
160-character descriptive copy goes here.

Brought to you by **COMPANY NAME**

250x250
IMAGE GOES
HERE

SPONSORED CONTENT

50-Character or Less Headline Goes Here

250x250
IMAGE GOES
HERE

SPONSORED CONTENT

50-Character or Less Headline Goes Here

160-character descriptive copy goes here.
160-character descriptive copy goes here.
160-character descriptive copy goes here.

Brought to you by **COMPANY NAME**



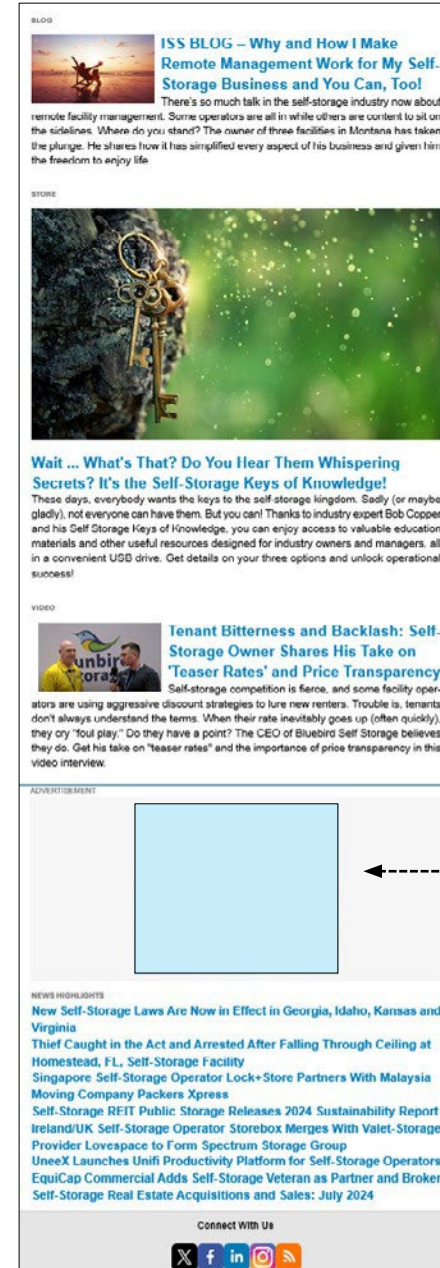
See ad specs and
pricing on page 26.

Examples of the sponsored-content teaser boxes that appear on all web pages other than the homepage.
To see the homepage teaser, flip back to the previous page.

Digital Advertising: Newsletter

Leaderboard Ad

See ad specs and pricing on page 26.



Opt-in subscribers:

25,500+

Average open rate:

10.5%

Average CTOR:

29.6%

Rectangle Ad

Digital Advertising: 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
- One month of turnkey marketing promotion
- 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
- 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

Examples: <https://fastchats.informaengage.com/fast-chats/>

See ad specs and
pricing on page 26.



Digital Advertising: Whitepapers and Case Studies

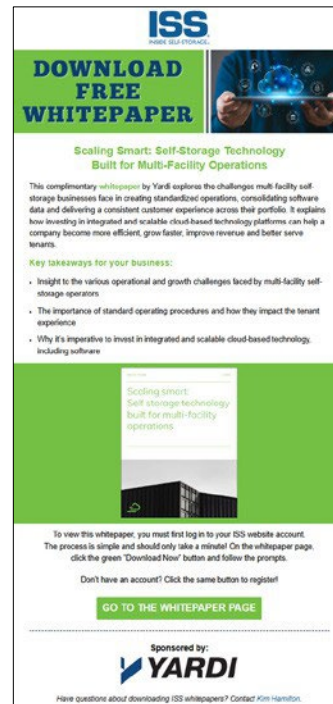
Many self-storage companies have created valuable whitepapers and case studies but lack a marketing strategy to distribute and support them. What good is a publication if the right people don't see it? Allow us to position your offering in front of the ISS audience, apply a performance-marketing strategy,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

You receive:

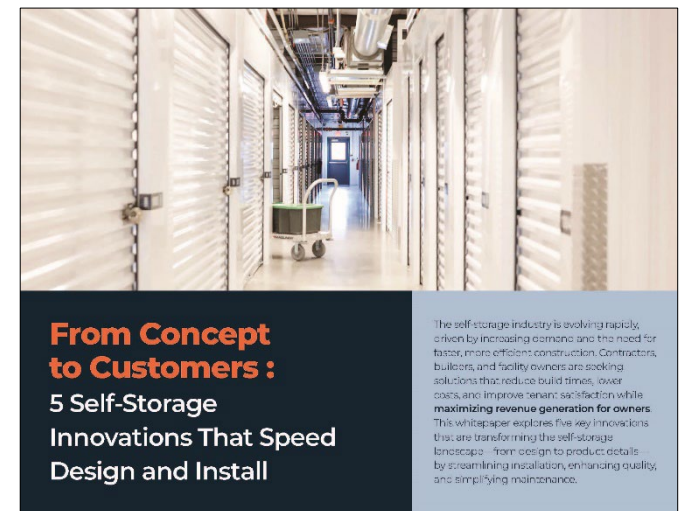
- A 60-day program of asset promotion and lead gathering
- Your company logo on the asset landing page
- One dedicated promotion email to relevant audience members
- One promotional social post on Facebook and X
- All leads from readers who have given consent for third-party sharing per our parent company's data-privacy policies, provided weekly over the duration of the program

See ad specs and pricing on page 26.

Whitepaper marketing samples:



Whitepaper cover sample:



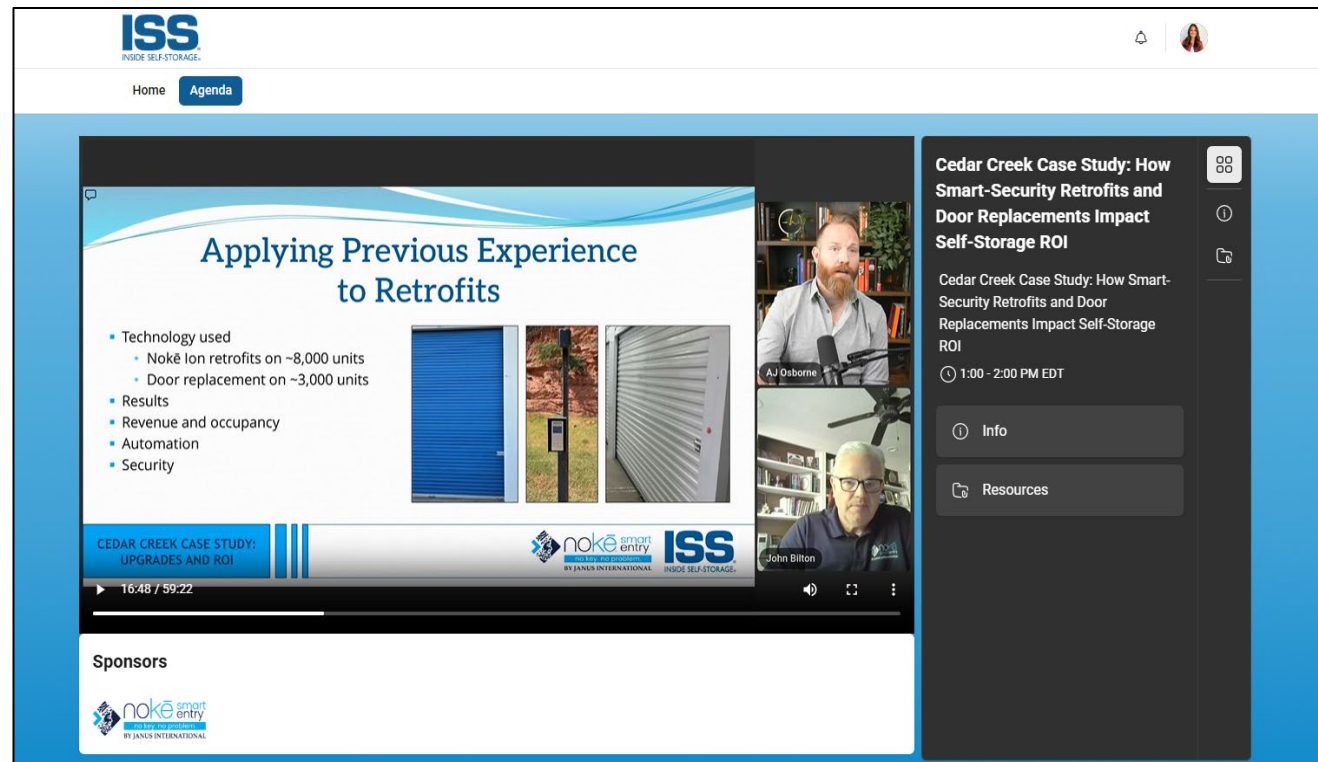
Digital Advertising: Webinars

ISS delivers custom, live webinars that allow you to showcase your industry expertise to an interested, engaged audience. These online events allow you to define a market position, surround a market theme and educate large groups of industry professionals on a specific topic. They're presented live, and then the recording remains available on the ISS website for 90 days.

You receive:

- Expert webinar management that includes platform education for your presenters, practice runs and live-event administration
- Event moderation and materials editing by a member of the ISS content team
- All leads from registered attendees who have given consent for third-party sharing per our parent company's data-privacy policies
- Your company logo and description on the registration page and in the final PowerPoint presentation
- 30 days of pre-event marketing
- Comprehensive event metrics

See ad specs and pricing on page 26.



Digital Advertising: Online Community



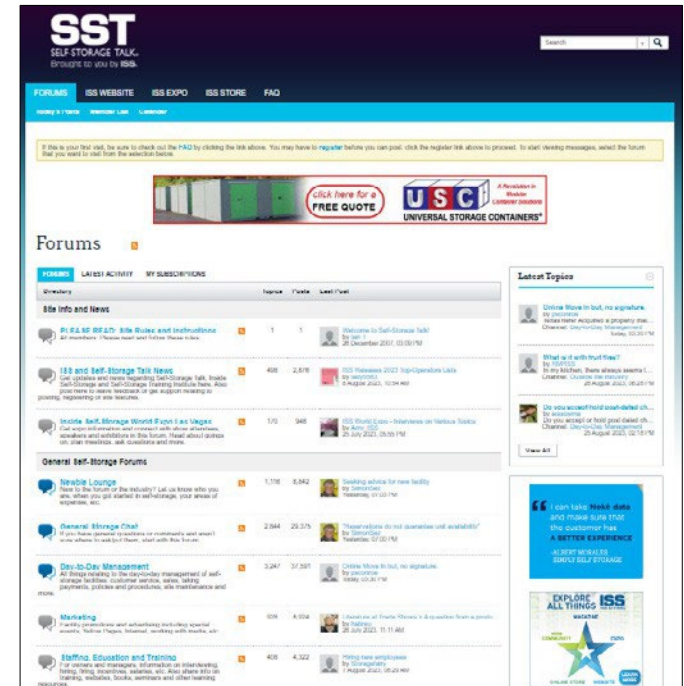
SST is the industry's largest online community, where professionals network with experts and peers to make connections and find answers to common questions.

As of August 2022 6

- More than 12,637 members
- More than 160,663 posts
- More than 17,821 topics
- 39,698 average page views per month over the last 12 months
- 14,932 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

Social Media

There is no more effective method of generating sales and improving brand perception than by word of mouth. Through our pages on the four social platforms, we draw a social networking audience of more than 20,800.

Key metrics:

6,300+

Facebook fans

6,300+

LinkedIn followers

6,700+

X followers

2,700+

Instagram followers

Find us at:

 facebook.com/insideselfstorage

 x.com/selfstorage_iss

 linkedin.com/in/insideselfstorage

 instagram.com/insideselfstorage



Build **meaningful connections**
with our audience across all
media channels.



ISS Store Partnership Opportunities



The **ISS Store** is a one-stop shop for education resources including videos, books, training materials, special reports and other products designed to help industry operators gain a competitive advantage. We offer hundreds of products at **iss-store.com**.

Do you have a self-storage product you'd like to sell through the store such as a book, video, training program, report or other useful tool? We are happy to consider revenue-share opportunities and have successfully generated quarterly income for our partners since our e-commerce platform launched in 2012.



A sample of ISS Store partner products:



Inside Self -Storage World Expo

The **ISS World Expo** is the industry's largest conference and tradeshow in the world, featuring four days of education, networking and exhibits. Show offerings include more than 42 seminars, eight workshops, four open-forum Q&A sessions, roundtable discussions, vendor presentations, and much more. The expo hall features approximately 250 suppliers, allowing attendees to sample the latest products and services in the field. The 2027 event will take place March 30 to April 2 at Caesars Forum Conference Center in Las Vegas.



Show -Floor Priority Placement

The priority-placement system for ISS World Expo 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 2028 event will begin Feb. 26, 2027. The point window for this placement goes back to Jan. 1, 2024, and applies to all signed contracts in place by Jan. 29, 2027. (Please note: Priority placement for the 2027 expo was determined in early 2026.)



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.



Attendee Breakout

Interested to know who attends our annual event? Visit issworldexpo.com/exhibit and download the Exhibitor Prospectus! It contains anything you might want to know about exhibiting at the industry's most popular event.

Lead Insights: The Right Tool to Accelerate

Maximize your ISS World Expo investment with Lead Insights, your unified engine for building sales pipeline. It consolidates every touchpoint—from online activity and sponsored session attendance to booth scans—into a single, comprehensive record.

By layering in real-time behavioral intent, you gain the critical insights needed for more effective, targeted follow-up. This intelligence allows you to pinpoint high-value prospects instantly, personalize your outreach and accelerate your momentum.

Lead Access: Unified Contact Intelligence

Capture and consolidate contact information from attendee planner activity, sponsored sessions and booth scans. This data is collected into one comprehensive view, and contacts have already consented to third-party marketing, ensuring compliance while maximizing your reach.

Lead Quality: Enhanced Data Enrichment

Go beyond basic contact details with enriched demographic, firmographic and behavioral data. Understand not just who your leads are, but their role, company profile and engagement patterns to qualify opportunities more effectively.

Lead Segmentation & Prioritization: Intelligent Targeting

Leverage Topic Affinity insights and Ideal Customer Profile matching to segment your leads strategically. Identify which prospects align best with your solutions and prioritize outreach.

Reporting & ROI Measurement: Actionable Analytics

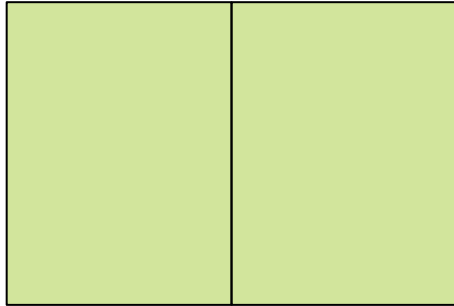
Track lead generation performance across touchpoints with comprehensive reporting. Export detailed data including interaction history, and engagement metrics to measure campaign effectiveness and demonstrate clear return on investment.



RATES & SPECS

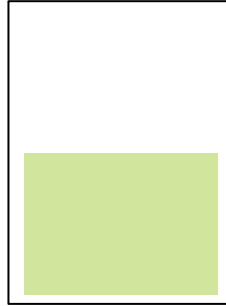
Print -Advertising Specs

Two -Page Spread



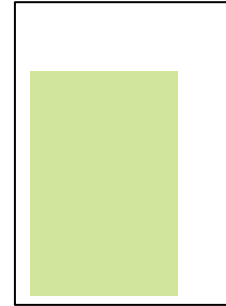
Non-Bleed Size: 15" x 10"
Bleed Size: 16.5" x 11.125"
Trim Size: 16.25" x 10.875"

Half -Page Horizontal



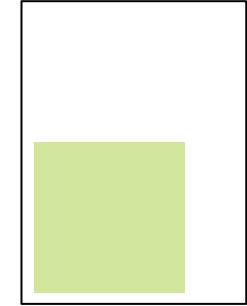
Non-Bleed Size: 7" x 4.875"
Bleed Size: 8.375" x 5.625"
Trim Size: 8.125" x 5.375"

Half -Page Island Vertical



Non-Bleed Size: 4.625" x 7.375"
Bleed & Trim Size: NA

Third -Page Square



Non-Bleed Size: 4.625" x 4.875"
Bleed & Trim Size: NA

Single Full Page

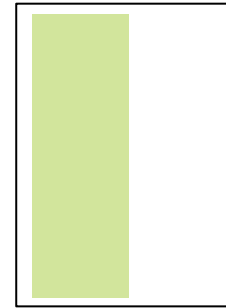


Non-Bleed Size: 7" x 10"
Bleed Size: 8.375" x 11.125"
Trim Size: 8.125" x 10.875"

Safety is 1/4" from the trim on all sizes that have a bleed.

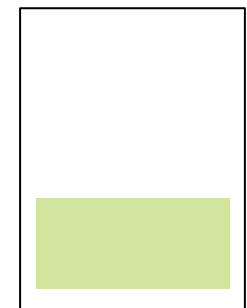
Please review the additional specs on the next page.

Half -Page True Vertical



Non-Bleed Size: 3.625" x 10"
Bleed Size: 4.375" x 11.125"
Trim Size: 4.125" x 10.875"

Third -Page Horizontal



Non-Bleed Size: 7" x 3.25"
Bleed Size: 8.375" x 4"
Trim Size: 8.125" x 3.75"

Print -Advertising Rates and Specs

AD SIZE	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

Additional Specs

Color: CMYK

Resolution: Minimum 300 dpi

File type: PDF X1A

- All fonts embedded
- Convert Spot Color to CMYK
- Change RGB Black to 100% CMYK black (C0/M0/Y0/K100)
- RGB color to CMYK
 - Embeds an RGB ICC profile in RGB objects that do not already have a profile and then converts the color to CMYK.
- Untag CMYK ICC Profiles
 - Removes CMYK ICC profiles from CMYK objects.
- Knockout overprinting for all objects.



To upload your ad, please visit the **Send My Ad Portal**. We invite you to use this portal by clicking this link and creating a profile:
<https://virgo.sendmyad.com>

*** PLEASE NOTE** that if you are submitting a spread, the two pages should be submitted separately through **Send My Ad** with the left and right notated.

Digital -Advertising Specs

POSITION	DIMENSIONS	DURATION	PRICE
Website Big Sky	1920x500	1 week	\$6,000
Website Rectangle	300x250	30 days	\$3,742
Website Leaderboard	728x90	30 days	\$3,742
Website Floor	1120x90	1 week	\$5,000
Website Sponsored Content: Option 1	Various	30 days	\$1,800
Website Sponsored Content: Option 2	Various	30 days	\$2,500

POSITION	DIMENSIONS	DURATION	PRICE
Newsletter Leaderboard	580x80	1 week	\$1,497
Newsletter Rectangle	180x150	1 week	\$1,021

PREMIUM CONTENT	LEAD GENERATION	PROGRAM LENGTH	PRICE
Whitepaper	Yes	60 days	\$6,500
Case Study	Yes	60 days	\$6,500
Webinar	Yes	60 days	Call
FastChat Expert Interview	No	30 days	\$7,500

Contact Us

For information about advertising:



Debbie Pirkey

Business Development Manager

212.710.7424

debbie.pirkey@informa.com

Write for us! Share your news!

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 research to share, please email senior editor Amy Campbell at amy.campbell@informa.com.

To submit press releases about your company including its staff, products, services, milestones, charitable work and other announcements, email the ISS News Center at issnews@informa.com.



Other key staff:



Teri L. Lanza

Vice President

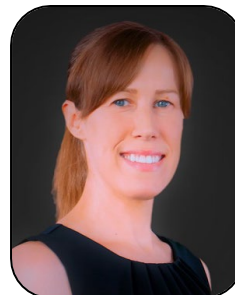
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