



**ISS**<sup>®</sup>  
INSIDE SELF-STORAGE<sup>®</sup>



# 2019 Media Kit

**The Leader in Self-Storage Education & 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.





# ISS

INSIDE SELF-STORAGE®

**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 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 100,000+ page views and 38,000+ unique visitors a 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

INSIDE SELF-STORAGE  
WORLD EXPO

## ISS World Expo

The world's largest self-storage conference and tradeshow will take place April 1-4, 2019, at The Mirage Hotel & Casino 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.



# SST

SELF-STORAGE TALK®

## Self-Storage Talk

With more than 9,600 members and nearly 16,000 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 MAGAZINE

## 2019 Editorial Calendar

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	Investment and Real Estate	Add-On Services	Technology	Manager Enrichment	Risk Management and Security	Development and Design
Bonus Distribution			Self Storage Association Spring Conference	Inside Self-Storage World Expo	California Self Storage Association Conference	
Ad reservations	November 2	December 3	January 8	February 6	March 11	April 10
Ad materials	November 9	December 11	January 11	February 11	March 14	April 15

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	Marketing	Outsourcing / Best of Business	Top-Operators List and Spotlight	Revenue Management	Property Care	Staffing
Bonus Distribution			Self Storage Association Fall Conference	Texas Self Storage Association Conference/ Federation of European Self Storage Associations Conference		
Ad reservations	May 3	June 7	July 8	August 9	September 9	October 7
Ad materials	May 8	June 12	July 11	August 14	September 12	October 10



### 2019 Magazine Rates

	1X	3X	6X	12X
Full Page	\$6,655	\$6,276	\$5,792	\$5,489
2/3 Page	\$4,818	\$4,543	\$4,395	\$3,828
1/2 Page	\$3,905	\$3,724	\$3,355	\$2,959
1/3 Page	\$3,355	\$2,959	\$2,668	\$2,288

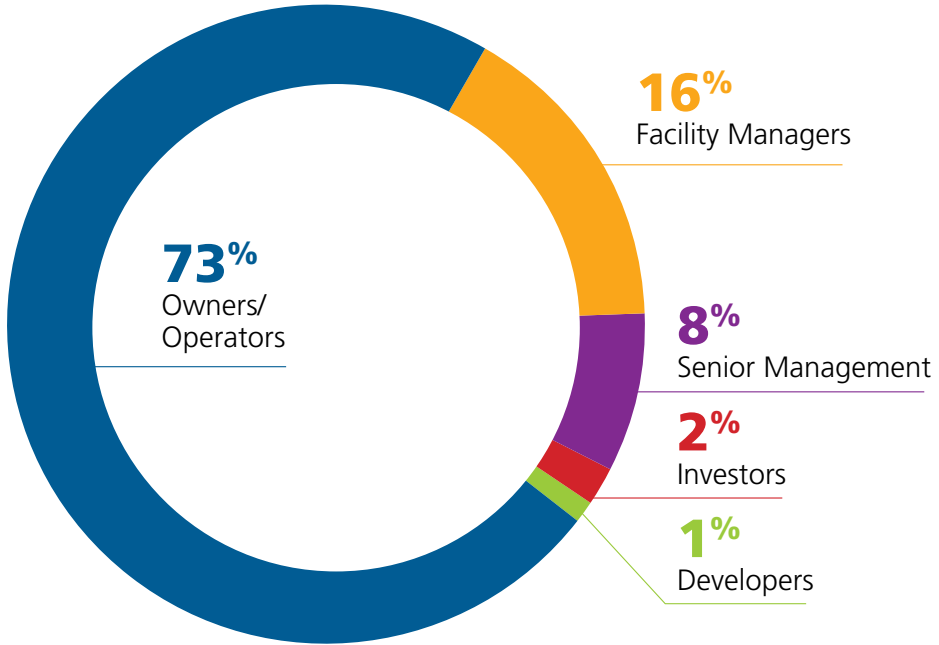
### Color & Premium Positions

Four-color ..... Add \$1,991  
 Trim size ..... 8.125" x 10.875"

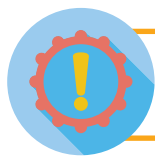
*\*The rates listed above are net. Contact **Debbie Pirkey** at [debbie.pirkey@informa.com](mailto:debbie.pirkey@informa.com) for premium position rates and availability.*

### A Look at the Print Audience\*

Total circulation: 21,000 industry professionals



*\*As of September 2018*



More than 60 percent of the ISS audience **prefers to consume information from the print magazine**, according to a reader survey conducted in September 2018.



## 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.

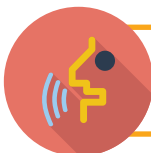
The combination of relevant editorial and traffic that consistently tops industry competitors makes our website the perfect vehicle to reach facility operators, developers and investors on the go.

### A Look at the Online Audience October 2017 Through September 2018



#### Social Networking Audience

**7,000+**   



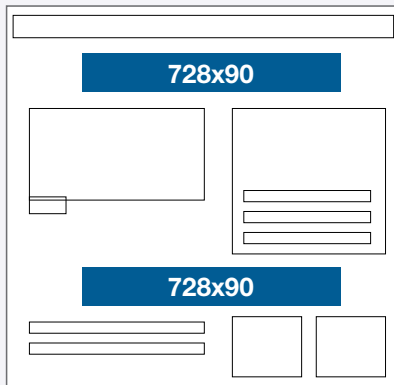
In a survey of the ISS audience in September 2018, more than 80 percent of respondents indicated that they **prefer ISS over any other source for industry information!**

# YOUR ONLINE OPPORTUNITIES

**Insideselfstorage.com** provides an ideal display platform to communicate with self-storage owners, managers, developers and investors around the globe. Here are your various options for display website advertising.

## Leaderboard (728x90) \$3,300/month

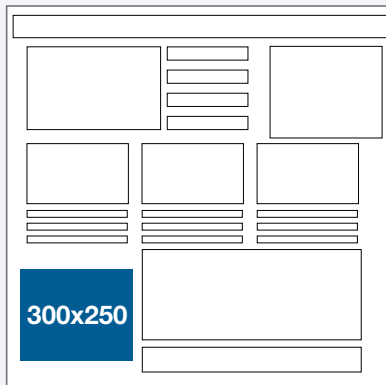
Highly visible units appear at the top and middle of the page



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

## Left Rectangle (300x250) \$3,300/month

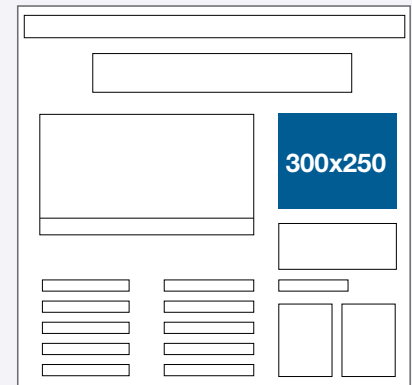
Appears on the left side of the website



- Ad hyperlinks to preferred URL
- Monthly program

## Right Rectangle (300x250) \$3,300/month

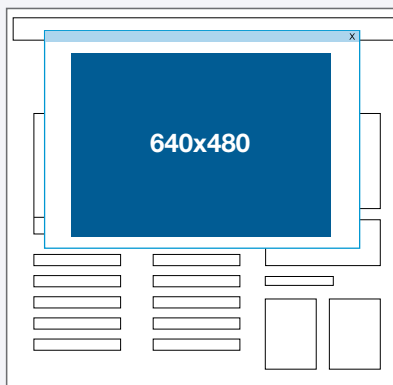
Appears on the right side of the website



- Ad hyperlinks to preferred URL
- Monthly program

## Welcome Ad (640x480) \$6,600/week

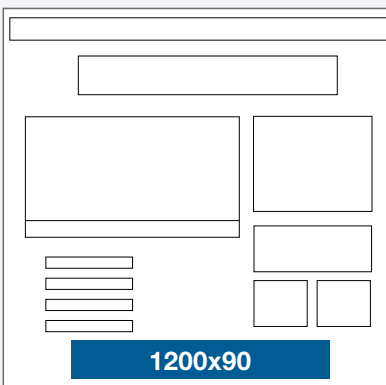
Loads on first visit, "sponsored introduction" is displayed with a countdown



- 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 Call for pricing

In a stationary position at the bottom of the Inside Self-Storage page



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

## Sponsored Content \$1,500 per month

Sponsor a native article/blog on the ISS website. Includes a rectangle ad placement within the posted content for one month.



# DIGITAL PROGRAMS/LEAD GENERATION

## Digital Programs

### Leaderboard Ad

728x90, \$3,300/month

### Rectangle Ad

300x250, \$3,300/month

### Audience Extension

**\$55/CPM per 30-day program**

Take retargeting campaigns to the next level with audience extension. Use ISS first-party data to target self-storage facility owners across the web on trusted brand-safe sites like abc.com, espn.com, newsweek.com, yahoo.com, Bloomberg.com and more!

- Increased brand visibility with your identified audience
- Audience targeting based on demographics/geographics



### Weekly E-Mail Newsletter

[insideselfstorage.com](http://insideselfstorage.com)

E-newsletters 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.

**9,000+ subscribers / 14% average unique open rate**

### Leaderboard Ad

670x90 or 468x60, \$1,320/week

### Rectangle Ad

180x150, \$900/each week



## Lead Generation

### Digital Issues

Call for Pricing

90-day program

[insideselfstorage.com](http://insideselfstorage.com)

2019 will bring two special digital issues in which ISS will take a deep-dive look at technology and the international market. Each digital issue includes:

- Guaranteed promotional impressions: 25,000
- Sponsor receives all leads



### Whitepapers and Case Studies

**\$5,000/90-day program**

[insideselfstorage.com](http://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.

- Guaranteed promotional impressions: 25,000
- Sponsor receives all leads

### Webinars

Call for pricing

[insideselfstorage.com](http://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.

- Guaranteed promotional impressions: 25,000
- Sponsor receives all leads



# SST

## SELF-STORAGE TALK®

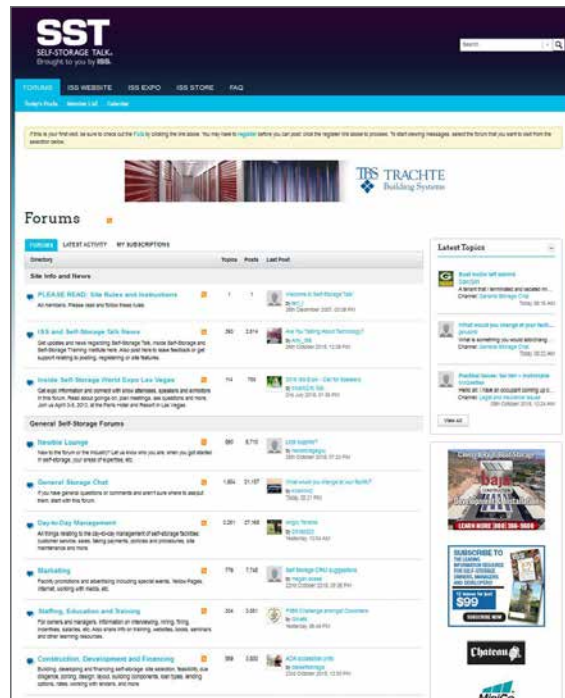
SST is the industry's largest online community, where professionals network with experts and peers to make connections and find answers to common questions.

### As of September 2018

- More than 9,600 members
- Nearly 16,000 posts
- More than 12,000 topics
- 55,017 average page views per month over the last 12 months
- 17,032 average unique visitors per month over the last 12 months

### Advertising Opportunities:

- Leaderboard ad: \$1,500/month
- Rectangle ad: \$800/month
- Logo in right-hand column: \$500/month



"The reason to join is because of all the fantastic insight and experience that is shared here."

~Senior Member  
pacnstorage

"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

"It's amazing to have a community of like-minded professionals contribute their experiences and advice. I honestly believe that these hallowed forums have helped shape self-storage into a more aware and collaborative entity, and that credit goes to every single member and moderator."

~Senior Member Kevin SC





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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 e-mail [issteam@informa.com](mailto:issteam@informa.com). To submit press releases, e-mail the ISS News Center at [issnews@informa.com](mailto:issnews@informa.com).