



MODERN STORAGE MEDIA

DIGITAL MEDIA PLANNER

2024

MESSENGER (formerly Mini-Storage Messenger)

Self-Storage Almanac

Self-Storage NOW!

Self-Storage Canada

Website Opportunities

Newsletter Email marketing Opportunities

Special Print Opportunities

Custom Publishing

Print Specs

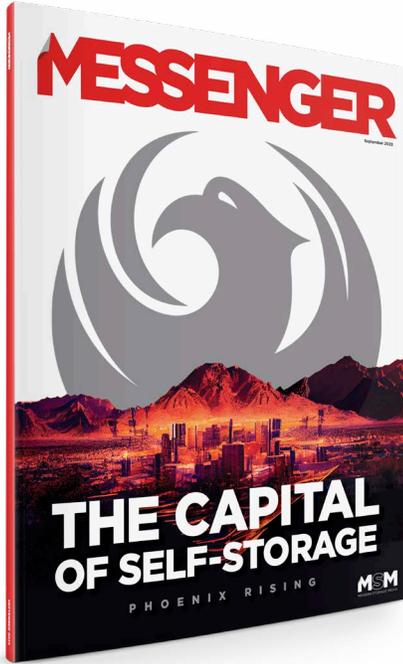
Print Advertising Pricing



DIGITAL MEDIA PLANNER

2024

MESSENGER (formerly Mini-Storage Messenger)



Published since 1979, *Messenger* has become the most respected international business magazine of the self-storage industry, delivering timely, relevant, informative content that enables owner-operators to improve their businesses. And through its September 2023 redesign, *Messenger* now offers subscribers a cutting-edge reading experience!

Available in print and a scrolling digital format, the 128-page, modernized magazine covers a wide variety of self-storage-related topics that are separated into four industry-focused sections: operations, data, development, and investment. Each issue of *Messenger* also features regular columns that our readers enjoy, such as “Storage Stats,” “Who’s Who in Self-Storage,” “Women in Self-Storage,” “Chief Executive Opinion,” “Groundbreaking Development,” and “The Last Word.”

A one-year subscription to *Messenger* consists of 12 issues, including annual editions of the industry’s highly anticipated *Buyer’s Guide*, *Top Operators*, *Manager of the Year*, and *Facility of the Year* volumes.

Circulation

Digital Preview edition sent to 28,000 per month

Frequency

Twelve issues per year, including annual Buyer’s Guide

Target Audience

Self-storage owners and other professionals interested in developing, operating, or investing in self-storage facilities

Bonus Circulation

Distributed at industry association meetings and trade shows and through advertiser merchandising and samples to industry newcomers

Print Subscriptions

\$59.95 per year

Digital Subscriptions

\$21.95 per year

Combo Subscription:

\$69.95 per year

Single Copy Price: \$7.95

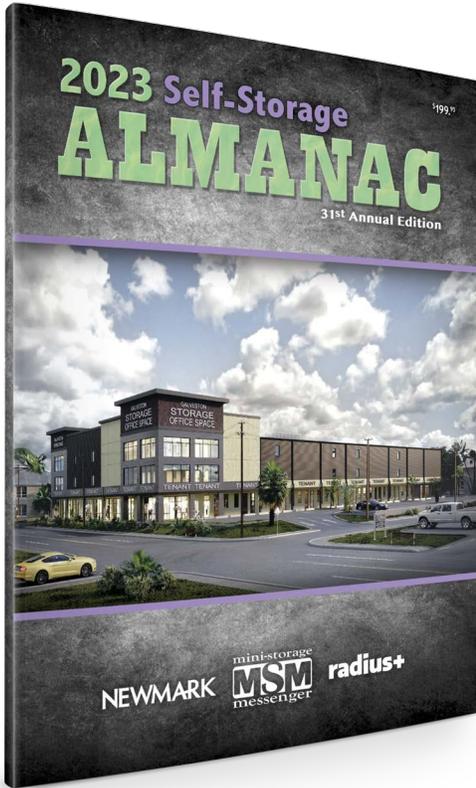
MESSENGER

(Print and responsive digital editions)

Premium Positions	1x	3x	6x*	12x*	Standard Positions	1x	3x	6x*	12x*
Inside Front Cover	\$4350	\$3828	\$3515*	\$2840*	2 - Page Spread	\$7050	\$6204	\$5511*	\$4416*
Page One	\$4350	\$3828	\$3515*	\$2840*	Full Page	\$3825	\$3360	\$3127*	\$2534*
Across from TOC, CEO, PUB Note	\$4085	\$3595	\$3320*	\$2685*	2/3 Page Vertical	\$2950	\$2596	\$2480*	\$2022*
Inside Back Cover	\$4350	\$3828	\$3515*	\$2840*	Half Page Horizontal	\$2750	\$2420	\$2332*	\$1905*
Back Cover	\$5025	\$4422	\$4014*	\$3234*	1/3 Page	\$2275	\$2002	\$1981*	\$1628*

VERTIQUOL Enhancements: \$500 / issue * Includes Enhancement

Self-Storage Almanac



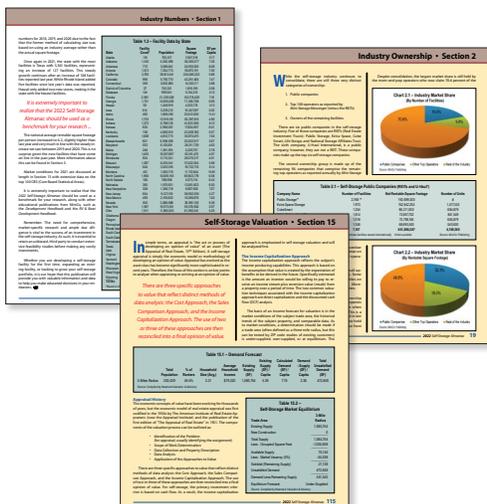
The Self-Storage Industry's Leading Source for Trends, Analysis, and Data!

The 2023 Self-Storage Almanac features the most up-to-date data, trends, and analysis self-storage owners, operators, investors, developers, and appraisers.

NEW in 2023: RV and boat storage data, trends, and analysis added.

Included: Occupancy rates, market supply and demand, property valuation, capitalization rates, financing, facility data by state, top operators, market share, economics and demographic trends impacting self-storage, customer analysis, business customer data, rental rates and duration, payment methods, features desired by customers, effective marketing methods, security trends, and much more.

PLEASE NOTE: The digital edition of the Almanac is readable online only. It cannot be printed or downloaded as a PDF.



Frequency: ANNUAL

Publication: December 2023

Target Audience

U.S. self-storage facility managers, owners, managing partners, investors, developers, and property management executives

Digital Only
\$174.95

Print Only
\$199.95

Print + Digital
\$254.95

Self-Storage NOW!



Self-Storage NOW! is our free digital publication distributed to self-storage state association members and our digital subscribers. Editorial content focuses on management and operations topics. Reach 28,000+ storage professionals with advertising opportunities in this publication! Marketing opportunities include all the advertising options available for *Messenger* digital from pop-ups to videos, and much more! PLUS, link directly to your website or landing page.

Frequency	FEB / MAY / AUG / NOV
Subscriptions	Complimentary to qualified self-storage owners, facility managers, and other industry professionals
Distribution	28,000 Digital Per Month
Target Audience	U.S. self-storage facility managers, owners, managing partners, and property management executives

SELF-STORAGE NOW

(Responsive digital editions)

Premium Positions	1x	3x	Standard Positions	1x	3x
Page One	\$3215	\$2540	Full Page	\$2827	\$2234
Top of TOC	\$3215	\$2540	Half Page Horizontal	\$2032	\$1605
Top Pub Letter	\$3215	\$2540	1/3 Page Horizontal	\$1681	\$1328
Final Page	\$3714	\$2934	VERTIQUIL Enhancement	\$300 / issue	

Self-Storage Canada



Interested in reaching the Canadian self storage market? We produce the official publication for the Canadian Self Storage Association. Get your marketing message in the hands of all their members and additional subscribers. This publication is delivered via print and digital so your products receive double exposure.

Frequency	JAN / JUN / OCT
Circulation	Projected at 3,500
Digital Subscriptions	\$19.95
Target Audience	The official publication of the Canadian Self-Storage Association and the only publication focusing on the growing Canadian self-storage market.

SELF-STORAGE CANADA

(Print and responsive digital editions)

Premium Positions	1x	4x	Standard Positions	1x	4x
Inside Front Cover	\$1607	\$1270	2 - Page Spread	\$2605	\$2058
Page One	\$1607	\$1270	Full Page	\$1413	\$1117
Inside Back Cover	\$1607	\$1270	Half Page Horizontal	\$1016	\$802
Back Cover	\$1857	\$1467	1/3 Page	\$840	\$664
VERTIQUIL Enhancements: \$300 / issue					

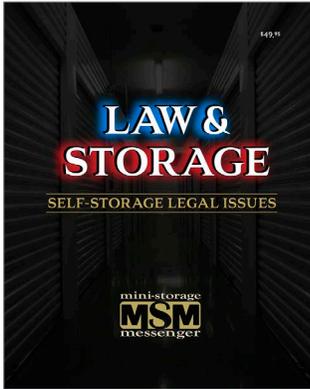


MODERN STORAGE MEDIA

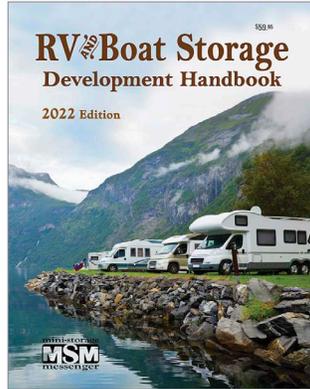
DIGITAL MEDIA PLANNER

2024

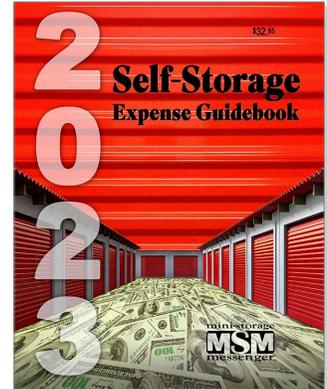
Specialty Publications



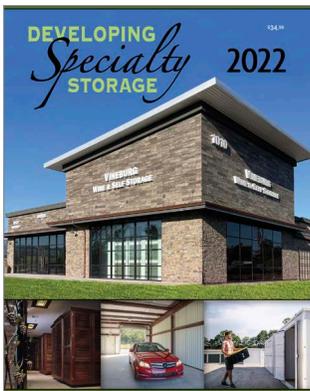
Self-Storage Legal Issues



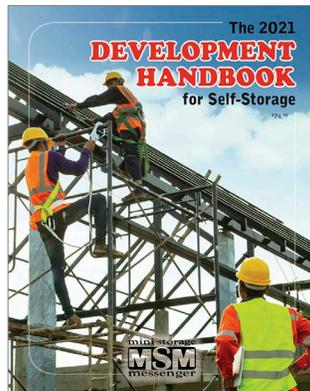
RV & Boat Storage Development Handbook



Self-Storage Expense Handbook



Developing Specialty Storage

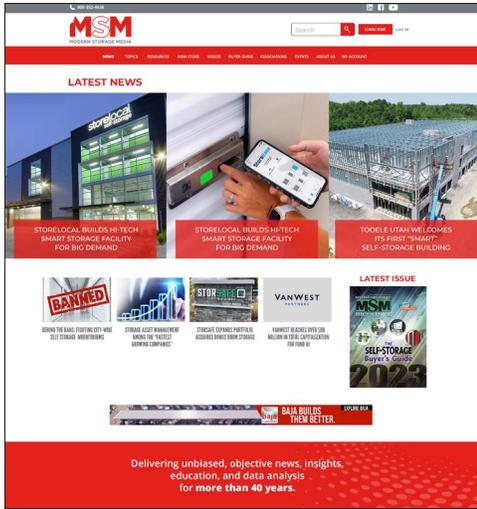


Development Handbook for Self-Storage



Top Operators Kit

Website Opportunities



Our website features robust content, videos, and resources for the self-storage industry. There are many features that will engage new visitors and draw our existing audience back again and again. For vendors like you interested in reaching self-storage buyers, we now have more online advertising opportunities!

15,000
Page views/month

11,000 visitors
Per month
(84% new)

Time on site
2:26

Home Page Opportunities

- Pop-up ad
- 728x90 Banner ad
- 300x600 Vertical banner ad (Referred to as a "Half-Page" or a "Monster" ad)
- 300x300 Square ad
- Sponsored Content - Promote your content or article on the home page! Image space included.

Run-of-Site Opportunities*

- 300x600 Vertical banner ad (Referred to as a "Half-Page" or a "Monster" ad)
- 1200x90 Floor banner ad
This ad spans the width of the website!

Topic Page Sponsorship Banners

Our website content is segmented by topic category to help direct site visitors to the content they are most interested in. By sponsoring the Topic pages, you can target your message based on site visitor interest!

Size: 728x90 Banner ad

Available Topic Pages Include:

Architecture	Management
Construction & Development	Manager of the Year
Due Diligence	Marketing
Facility Maintenance	Operations
Facility of the Year	Portable Storage
Financing	Relocatable Units
Helping Hands	RV & Boat Storage
Insurance & Risk Management	Sales & Acquisitions
International	Security
Investing in Self-Storage	Specialty Storage
Legal Issues	Technology
Who's Who in Self-Storage	The Last Word

Call for advertising packages and pricing details.



DIGITAL MEDIA PLANNER

2024

Newsletter Email Marketing Opportunities

Over 200,000
Emails sent
per month

99.7%
Delivery Rate

Social Post
w/every email
to 6,000

20,000
Social post
impressions per month



MSM XTRA \$1,600/run

Email one of your articles to 20,000 of our digital subscribers AND, get the email address for every contact who clicked on your links!

Package includes: Email to 20,000 subscribers with your article, banner ads and links; article posting on our new website; detailed email report; and Excel spreadsheet with contact emails who clicked on your links in the email.



MSM VENDOR INSIGHTS \$1,250/run

Package includes: Email to 20,000 subscribers with your company’s content; banner ads and links; detailed email report; Excel spreadsheet with contact emails who clicked on your links.



MSM WEEKLY \$1,250/run

The *Messenger Weekly* e-newsletter is delivered to more than 20,000 subscribers. Button ads linking to your website are available in a variety of sizes and available in a variety of options, both of which link directly to your website.



MSM WEEKEND \$1,250/run

The *Messenger Weekend* is delivered to 20,000 subscribers every Saturday morning, providing a roundup of all the week’s biggest headlines. Image ads linking to your website are available in a variety of sizes which link directly to your website.

Special Print Opportunities

Sponsored Content

This two-page article about your company written by our writer includes photos and contact information for your company, and will appear in both the print and the digital version of *MESSENGER*. Digital article includes link to your website. Package includes 1,000 reprints for marketing purposes.

For advertising inquiries click here.

VENDOR SPOTLIGHT

centershift®

Store Applications Make Operations Of All Sizes More Competitive

For the past decade, ease and reduce self-storage operations have engaged hundreds of thousands of operators involved by Self-Storage.com's Centershift. Now with the addition of StoreEnterprise, smaller operators can get the same benefits as their larger counterparts to increase revenue, reduce expenses, and reduce risk.

With the StoreEnterprise and Advantage applications, we have a solution for all operators regardless of size," says Centershift CEO Terry Dugley. "Both solutions are built on the same public, proprietary database across the ten leading brands in the industry."

Centershift, Inc. is the latest growing internet-based management software provider in the self-storage industry. The company provides management software for more than 100,000 self-storage facilities across the United States and internationally.

StoreEnterprise and Advantage applications are designed to maximize operators' profit and efficiency. The company provides management software for more than 100,000 self-storage facilities across the United States and internationally.

StoreEnterprise, a cloud-based, multi-tenant, and integrated software solution. The software is designed to increase revenue and reduce expenses and risk. It includes a wide range of features, including:

- Online lease management and renewals
- Online rent collection and payment processing
- Online marketing and advertising
- Online customer service and support
- Online reporting and analytics
- Online document management
- Online security and access control

The StoreEnterprise has been designed to help self-storage operators of all sizes increase efficiency and reduce costs.

Two Powerful Applications for Small, Medium, and Large Operators

Centershift's StoreEnterprise is a cloud-based management software for self-storage operators with multiple facilities. A key benefit of StoreEnterprise is its comprehensive management tools. The tool allows operators to manage their business from anywhere, at any time, on any device. It includes a wide range of features, including:

- Online lease management and renewals
- Online rent collection and payment processing
- Online marketing and advertising
- Online customer service and support
- Online reporting and analytics
- Online document management
- Online security and access control

StoreEnterprise is designed to help self-storage operators of all sizes increase efficiency and reduce costs.

Easy Move.

StoreEnterprise is designed to help self-storage operators of all sizes increase efficiency and reduce costs.

SECURITY TRUST VALUE

centershift® StoreEnterprise StoreAdvantage

877-9CSHIFT
877-927-4333

CEO: Terry Dugley
Headquarters: Salt Lake City, Utah

www.centershift.com | www.leadtrackingsolutions.com | www.storageform.com

Custom Publishing

Special creative services are available for marketing materials. This includes but is not limited to

- Vendor Spotlight
- Custom Reprints
- Custom Periodicals
- Corporate Profile
- Custom Company Catalogs
- Custom Books

Call for details.



DIGITAL MEDIA PLANNER

2024

Print Specifications

Advertising print sizes are the same for all publications.

Space Size		Width	Depth
2 Page Spread	(Trimmed size)	16.75"	10.875"
	(Bleed size)	17.25"	11.125"
	(Live Area)	15"	9.75"
Full Page	(Trimmed size)	8.375"	10.875"
	(Bleed size)	8.625"	11.125"
	(Live Area)	7.5"	9.75"
2/3 Page	(Vertical)	4.6375"	9.87"
1/2 Page	(Horizontal)	7.375"	4.75"
1/3 Page	(Square)	4.6375"	4.75"

Submit all digital ads via email to lauri@modernstoragemedia.com.

Preferred print formats are press-ready PDFs or 300 DPI JPGs. All images must be no less than 300 DPI at 100% final size.

Enhanced advertisements require packaged files, or native files including all layers and embedded fonts, images and elements. Contact your sales representative for specific instructions and acceptable file types.

Ads that do not meet the required specifications will be returned for re submission. If required, and if possible, graphic design to alter supplied materials to meet the specifications is available for \$100 per instance.

Modern Storage Media offers ad creation, production, ad reprints and bulk subscriptions for Mini-Storage Messenger. Contact your sales representative for details.

Print Advertising Pricing

MESSENGER

(Print and responsive digital editions)

Premium Positions	1x	3x	6x*	12x*	Standard Positions	1x	3x	6x*	12x*
Inside Front Cover	\$4350	\$3828	\$3515*	\$2840*	2 - Page Spread	\$7050	\$6204	\$5511*	\$4416*
Page One	\$4350	\$3828	\$3515*	\$2840*	Full Page	\$3825	\$3360	\$3127*	\$2534*
Across from TOC, CEO, PUB Note	\$4085	\$3595	\$3320*	\$2685*	2/3 Page Vertical	\$2950	\$2596	\$2480*	\$2022*
Inside Back Cover	\$4350	\$3828	\$3515*	\$2840*	Half Page Horizontal	\$2750	\$2420	\$2332*	\$1905*
Back Cover	\$5025	\$4422	\$4014*	\$3234*	1/3 Page	\$2275	\$2002	\$1981*	\$1628*

VERTIQUIL Enhancements: \$500 / issue * Includes Enhancement

SELF-STORAGE NOW

(Responsive digital editions)

Premium Positions	1x	3x	Standard Positions	1x	3x
Page One	\$3215	\$2540	Full Page	\$2827	\$2234
Top of TOC	\$3215	\$2540	Half Page Horizontal	\$2032	\$1605
Top Pub Letter	\$3215	\$2540	1/3 Page Horizontal	\$1681	\$1328
Final Page	\$3714	\$2934	VERTIQUIL Enhancement \$300 / issue		

SELF-STORAGE CANADA

(Print and responsive digital editions)

Premium Positions	1x	4x	Standard Positions	1x	4x
Inside Front Cover	\$1607	\$1270	2 - Page Spread	\$2605	\$2058
Page One	\$1607	\$1270	Full Page	\$1413	\$1117
Inside Back Cover	\$1607	\$1270	Half Page Horizontal	\$1016	\$802
Back Cover	\$1857	\$1467	1/3 Page	\$840	\$664

VERTIQUIL Enhancements: \$300 / issue