

UNLOCKED MAGAZINE

Advertising & Articles
Pack 2021

FEDESSA & SSA UK

www.fedessa.org
admin@fedessa.org

FEDERATION OF EUROPEAN
FEDESSA
SELF STORAGE ASSOCIATIONS

www.ssauk.com
admin@ssauk.com



ADVERTISING

UNLOCKED is the only dedicated self storage magazine circulated regularly throughout the UK and Europe. It is directly mailed to over 1,900 self storage owners, operators, individual stores, suppliers, investors and other interested parties.

Each quarterly issue includes both UK (SSA) and European (FEDESSA) news, articles, updates and matters of general interest, helping to keep members informed of what is happening across the industry. Research has shown the magazine is popular with both new and existing self storage businesses and is read and retained as a useful source of information and reference.

For industry suppliers the magazine offers invaluable and regular advertising opportunities with options for both casual and annual advertising plans. The magazine has huge credibility within the self storage industry, a targeted audience and a long shelf life per issue. This is definitely advertising that works to grow your business.

2021/22 RATES

	Member Casual (rate per issue)		Annual Rate 4 issues – save 10%		Non-Member Casual (rate per issue)	
	Net	Incl. VAT	Net	Incl. VAT	Net	Incl. VAT
Full Page	£750.00	£900.00	£2,700.00	£3,240.00	£940.00	£1,128.00
Half Page	£490.00	£588.00	£1,764.00	£2,116.80	£610.00	£732.00
Third Page	£370.00	£444.00	£1,332.00	£1,598.40	£460.00	£552.00
Quarter Page	£320.00	£384.00	£1,152.00	£1,382.40	£400.00	£480.00
Inside Front Cover	N/A	N/A	£3,850.00	£4,620.00	N/A	N/A
Inside Back Cover	N/A	N/A	£3,700.00	£4,440.00	N/A	N/A
Back Page	N/A	N/A	£4,400.00	£5,280.00	N/A	N/A
Guaranteed Position Full Page*	£930.00	£1,116.00	£3,348.00	£4,017.60	N/A	N/A

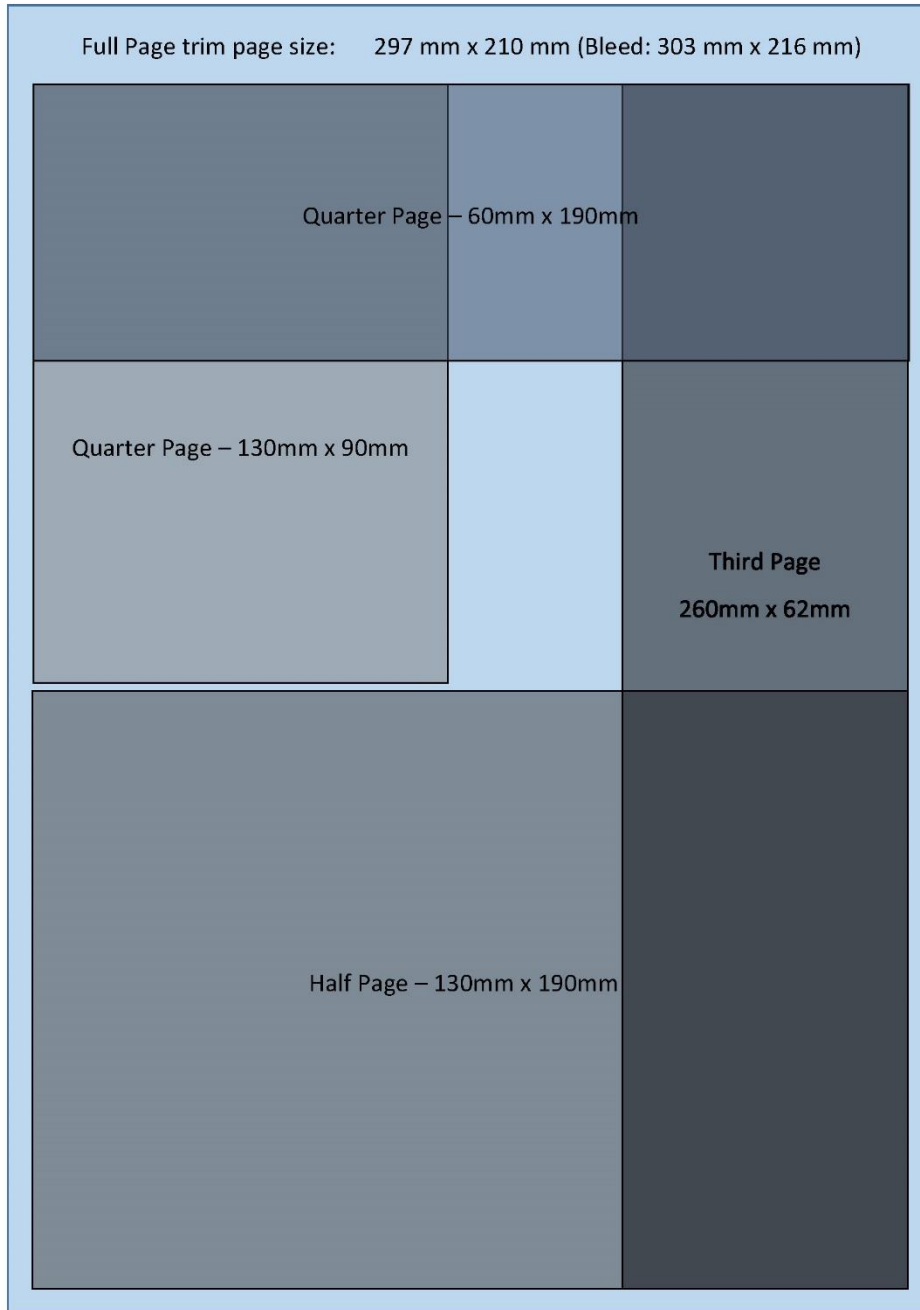
**All Guaranteed Positions are subject to availability. Preference is given to Annual over Casual bookings. Bookings are subject to the Conditions of Acceptance for Advertising.*

SUBMISSION DEADLINES

Issue	Booking Forms	Artwork	Distribution Date
QTR 1 2021	Friday, 11 December	Friday, 22 January	W/C 22 February
QTR 2 2021	Friday, 19 March	Friday, 16 April	W/C 17 May
QTR 3 2021	Friday, 9 July	Friday, 6 August	W/C 6 September
QTR 4 2021	Friday, 8 October	Friday, 5 November	W/C 6 December
2022 dates will be released during November 2021			

MECHANICAL SPECIFICATION

Advertisement sizes are shown here as they appear in proportion to the magazine page. The exact placement on the page will be at the editor's discretion.



All advertisements must be supplied as high resolution, press-ready PDF or image (jpg or bmp) files.

CONDITIONS OF ACCEPTANCE FOR ADVERTISING

1. **Payments for all advertisements, which feature in the magazine, must be made in advance of publication. If a payment for an advertisement is not received on time, the SSA UK reserves the right to remove the advertisement from the UNLOCKED magazine.**

Full payment must be made at the time of booking by credit/debit card or direct bank transfer – an invoice will be provided.
2. The publisher reserves the right to refuse, amend, withdraw or otherwise deal with all advertisements submitted to him at his absolute discretion and without explanation. All advertisements must comply with the British Code of Advertising Practice.
3. All advertisements are accepted on the express understanding that the Advertiser warrants that the advertisement does not contravene any of the provisions of the Trade Descriptions Act, 1968 or any amending legislation.
4. Advertisement bookings are subject to the Publisher's confirmation in writing, but under no circumstances shall the placing of an order confer the right to renew on similar terms.
5. The Publisher reserves the right to increase the advertisement rates at any time, or to amend the contractual terms concerning space or frequency of insertion. All contracts are accepted on the understanding that a rate increase or other amendment becomes immediately operative on all outstanding insertions and shall not be deemed a breach of contract. In such event, the Advertiser has the option of cancelling the balance of the contract without surcharge.
6. The Publisher shall be indemnified by the Advertiser against any damage he may sustain as a consequence of his advertisement.
7. All copy is subject to the approval of the Publisher, who reserves the right to cancel or withdraw advertisements at his discretion. Advertising copy for an insertion must be received in time for publication, or the previous copy will be repeated and invoiced at the appropriate rate. The Advertiser is liable to incur the costs of resetting his advertisement once proofs have been prepared and for producing film or other media for publication.
8. The Publisher is not liable for any loss caused by the non-appearance or misplacement of any advertisement due to any cause whatsoever, nor does he accept liability for clerical or printer's errors, although every care is taken to avoid mistakes.
9. The Publisher reserves the right to destroy all artwork and other materials which have been in his (or the printer's) custody for two years, provided always that the Advertiser, or his agent, has not been given instructions to the contrary. The Publisher may exercise this right without giving further notice to the Advertiser.
10. The Publisher must be notified in writing of any alterations to artwork, or cancellations of any advertising space booked, before the Advertisement Booking Closing Date of the issue concerned.
11. The Advertiser will notify the Publisher in writing if he requires any special conditions, other than the foregoing, to be incorporated and the Publisher will specifically accept these in writing.
12. Typesetting or artwork for advertisements will be charged for by the Publisher as agreed in advance

ADVERTISING BOOKING FORM

Company				
Contact Name				
Address				
Telephone				
Email				
Accounts Contact				
Accounts Email				
Accounts Tel. No.				
Size	<input type="checkbox"/> Full Page	<input type="checkbox"/> Half Page	<input type="checkbox"/> Third Page	<input type="checkbox"/> Quarter Page
Guaranteed Position (Full Page Only)	Please provide details of any special requests (subject to availability)			
Artwork	Same as last advert in Vol/.....		<input type="checkbox"/> New artwork	
Preferred Content Position	<input type="checkbox"/> No preference <input type="checkbox"/> UK Content		<input type="checkbox"/> European Content <input type="checkbox"/> Country	
Booking Type & Payment Terms	<input type="checkbox"/> 4 Issues 10% discount for full payment in advance for 4 issues		<input type="checkbox"/> Casual Payment for each issue in advance	
Booking Starts	Vol 1 / 2021		Vol 1 / 2021	
Booking Ends	<input type="checkbox"/> Vol 1/ 2022	<input type="checkbox"/> Renew annually until further notice	Vol /	<input type="checkbox"/> Renew annually until further notice
Total Cost (incl. 20% UK VAT if applicable)	£ For 4 issues		£ Per issue	

I confirm I have read the Conditions of Acceptance for Advertising

Signed Date

Please complete and return by email to admin@ssauk.com

Once a booking is confirmed an invoice will be issued for payment

Payment for all advertising must be received before the Artwork Deadline to ensure inclusion

ARTICLES GUIDE FOR SUBMISSIONS

We are always happy to receive new items or articles of interest to members. However, these must be submitted by no later than the due date – see below. We reserve the right not to include articles which are received post the published deadline.

Please note the following information on the length of articles:

Full Page

Full Page with one image

475 - 500 words

Full Page with two images

425 - 450 words

Full Page with three images

350 – 375 words

Half Page

Half Page with one image

225 - 250 words

Half Page with two images

200 - 225 words

Full page articles will be accepted with up to three images and half page articles should be supplied with no more than two images.

All images must be provided at the same time as the article is submitted. Please provide either hi-res jpg or bmp format. Ideally, images should be at least 2000 pixels on the longest side, but the larger the better. This usually equates to around 1MB in size. You may wish to use WeTransfer to send images as often these are too large to email - www.wetransfer.com

Articles are reviewed for their relevance/suitability. Submission of articles does not guarantee inclusion in the magazine which is at the sole discretion of FEDESSA/SSA UK.

The inclusion of any misleading or offensive content within an article will automatically prevent its inclusion.

SUBMISSION DEADLINES

	QTR 1 2021	QTR 2 2021	QTR 3 2021	QTR 4 2021
Submit By	Friday, 11 December	Friday, 19 March	Friday, 9 July	Friday, 8 October
Distribution	W/C 22 February	W/C 17 May	W/C 6 September	W/C 6 December

CONTACT US

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For articles or news items, please contact:

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