

UNLOCKED MAGAZINE

Advertising & Articles
Pack 2023

FEDESSA & SSA UK

www.fedessa.org
admin@fedessa.org

FEDERATION OF EUROPEAN
FEDESSA
SELF STORAGE ASSOCIATIONS

www.ssauk.com
admin@ssauk.com

 **ssa**
self storage
association
United Kingdom

ADVERTISING

UNLOCKED is the only dedicated self storage magazine circulated regularly throughout the UK and Europe. It is directly mailed to over 2,100 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.

2023 RATES

	Member Casual Rate (rate per issue)		Member Annual Rate 4 issues – save 10%		Non-Member Casual Rate (rate per issue)	
	Net	Incl. VAT	Net	Incl. VAT	Net	Incl. VAT
Full Page	£825.00	£990.00	£2,970.00	£3,564.00	£1,040.00	£1,248.00
Half Page	£540.00	£648.00	£1,944.00	£2,332.80	£675.00	£810.00
Third Page	£410.00	£492.00	£1,476.00	£1,771.20	£510.00	£612.00
Back Page	N/A	N/A	£4,935.00	£5,922.00	N/A	N/A
Guaranteed Position Full Page*	£1,025.00	£1,230.00	£3,690.00	£4,428.00	N/A	N/A
Inside Front or Inside Back Cover - (see notes below)	Additional to full page annual cost - £370 + VAT = £444 per issue					

*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.

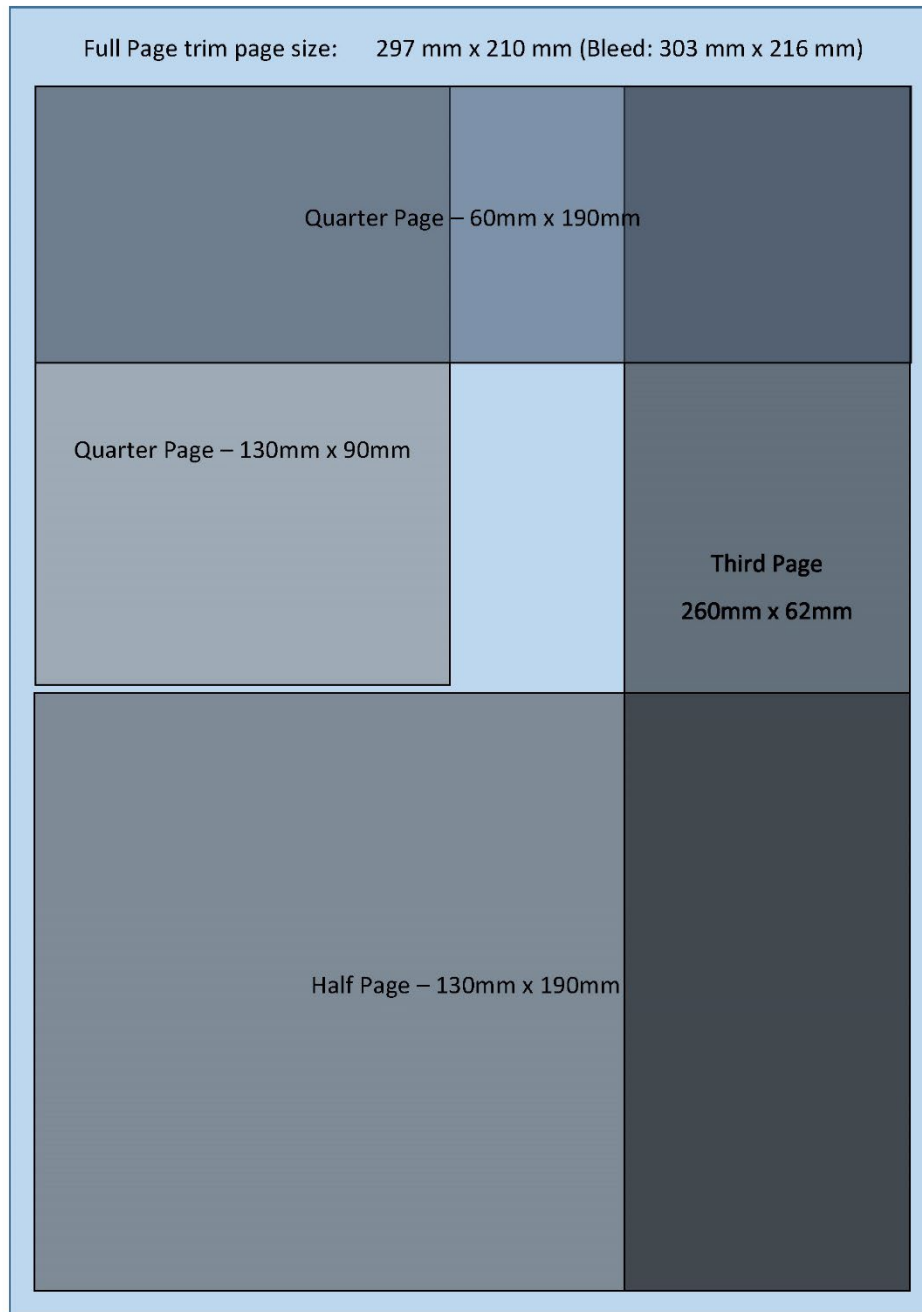
Inside front cover and inside back cover positions are rotated on a supply basis at the discretion of the SSA UK. The fee is in addition to the annual full-page fee. The inside cover position will replace the full-page advertisement for the chosen issue. To be placed on the rotation for an inside cover position indicate as such on the booking form and you will be contacted when a slot becomes available.

SUBMISSION DEADLINES

Issue	Booking Forms	Artwork	Distribution Date
QTR 1 2023	Friday, 6 January	Friday, 20 January	W/C 20 February
QTR 2 2023	Friday, 17 March	Friday, 14 April	W/C 15 May
QTR 3 2023	Friday, 7 July	Friday, 4 August	W/C 4 September
QTR 4 2023	Friday, 6 October	Friday, 3 November	W/C 4 December
2024 dates will be released during November 2023			

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 them at their 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 an 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 they may sustain as a consequence of their advertisement.
7. All copy is subject to the approval of the Publisher, who reserves the right to cancel or withdraw advertisements at their discretion. Advertising copy for 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 their 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 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 their (or the printer's) custody for two years, provided always that the Advertiser, or their agent, has not been given instructions to the contrary. The Publisher may exercise their 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 of a Page
Inside cover rotation	I wish to be considered for an inside cover position on a per issue basis as they become available (only available with Annual Full-Page Bookings for an additional £370 + VAT per issue)		<input type="checkbox"/> Inside front or back cover
Guaranteed Position (Full Page Only)	Please provide details of any special requests (subject to availability)		
Artwork	Same as last advert in Qtr:/.....		<input type="checkbox"/> New artwork
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	Qtr ___/ 2023		Qtr /
Booking Ends	<input type="checkbox"/> Qtr ___/ 202_	<input type="checkbox"/> Renew annually until further notice	Qtr / <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 hwood@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 from 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 2023	QTR 2 2023	QTR 3 2023	QTR 4 2023
Submit By	Friday, 6 January	Friday, 17 March	Friday, 7 July	Friday, 6 October
Distribution	W/C 20 February	W/C 15 May	W/C 4 September	W/C 4 December

CONTACT US

For all advertising enquiries, bookings, and artwork submissions, please contact:

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For articles or news items, please contact:

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