



2012 MiniCo Publications Advertising Guide



Mini-Storage Messenger



Mini-Storage Messenger
DIGITAL & PRINT

2012 EDITORIAL Calendar

S: Space Reservation Deadline / M: Materials Due

JANUARY / Forecast 2012:
Where Is The Industry Headed Now?
Exclusive Editorial: 2012 Legislative Update
S: November 11, 2011 / M: November 29, 2011

FEBRUARY / Management & Marketing:
Thinking Outside The Box
Exclusive Editorial: 2012 Manager of the Year Winners
S: December 8, 2011 / M: December 28, 2011

MARCH / Optimizing Operations
Special Report: The Vacancy Challenge
S: January 6, 2012 / M: January 27, 2012

APRIL / Surviving The Market:
Real Estate & Finance
S: February 10, 2012 / M: February 29, 2012

MAY / The Green Scene
Exclusive Editorial: 2012 Outstanding Green Self-Storage Facility Winner
S: March 9, 2012 / M: March 29, 2012

JUNE / 2012 Self-Storage Buyer's Guide
S: April 13, 2012 / M: April 30, 2012

JULY / Boosting The Bottom Line:
Products & Ancillary Services
S: May 11, 2012 / M: May 31, 2012

AUGUST / Advances In Technology
Special Report: 2012 Software Update
S: June 12, 2012 / M: June 29, 2012

SEPTEMBER / The Industry's Heavy Hitters:
Top Operators 2012
S: July 10, 2012 / M: July 30, 2012

OCTOBER / Protecting Your Investment:
Self-Storage Security
Exclusive Editorial: Preventing Criminal Activity
S: August 10, 2012 / M: August 30, 2012

NOVEMBER / Renovating For Profits
and Market Share
Special Report: Focus on Development
S: September 12, 2012 / M: September 28, 2012

DECEMBER / The Envelope Please ...
Announcing The 2012 Facility of the Year Winners
S: October 11, 2012 / M: October 31, 2012

2012 CIRCULATION Data

Circulation 20,000 combined print and digital

Frequency Twelve issues per year, including annual *Buyer's Guide*

Print Subscriptions \$59.95 per year
Digital Subscriptions \$24.95 per year

Single Copy Price \$7.95 (sold via mail, phone order, and Internet)

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



Self-Storage Now!



2012 CIRCULATION Data

Frequency

FEB / MAY / AUG / NOV
Combined production with
Mini-Storage Messenger

Subscriptions

Paid and/or complimentary to qualified self-storage owners, facility managers, and other industry professionals

Distribution

20,000 combined print and digital

Target Audience

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

Bonus Circulation

Distributed at industry association meetings and trade shows

2012 EDITORIAL Calendar

S: Space Reservation Deadline / M: Materials Due

FEBRUARY / Editorial Focus:

Balancing Rental Rates & Occupancy
Special Feature: The ABCs Of Raising Rents
S: December 8, 2011 / M: December 28, 2011

MAY / Editorial Focus:

Creative Marketing Ideas
Special Feature: Networking In The Community
S: March 9, 2012 / M: March 29, 2012

AUGUST / Editorial Focus:

Making Technology Work For You
Special Feature: Getting The Most From Your Software
S: June 12, 2012 / M: June 29, 2012

NOVEMBER / Editorial Focus:

Planning For 2013
Special Feature: Creating A Practical Marketing Plan
S: September 12, 2012 / M: September 28, 2012

Self-Storage NOW! DIGITAL & PRINT

MiniCo Publications Advertising Rates

2012 rates shown below apply to all MiniCo Publications

	Insertions	1	3	6	12
B&W	Full Page	\$2532	\$2158	\$2023	\$1877
	2/3 Page	2117	1838	1720	1586
	1/2 Page (island)	1603	1516	1411	1300
	1/2 Page (horizontal)	1365	1283	1236	1137
	1/3 Page	1066	991	921	810
2-COLOR	Full Page	\$2671	\$2536	\$2402	\$2245
	2/3 Page	2297	2199	2064	1942
	1/2 Page (island)	1924	1860	1732	1639
	1/2 Page (horizontal)	1633	1539	1481	1388
	1/3 Page	1236	1178	1119	1044
4-COLOR	Full Page	\$2888	\$2770	\$2514	\$2391
	2/3 Page	2566	2443	2245	2135
	1/2 Page (island)	2245	2116	1982	1877
	1/2 Page (horizontal)	2087	1966	1837	1703
	1/3 Page	1733	1644	1546	1486
Premium Positions	2-Page Spread	5198	4986	4525	4304
	Center Spread	\$6122	\$5821	\$5521	\$4957
	Back Cover	3816	3653	3423	3214
	Inside Front Cover	3235	3103	2816	2678
	Inside Back Cover	3235	3103	2816	2678
Page One	3055	2930	2660	2530	

*Process match. Add \$100 for PMS. Three-color ads priced at four-color rates.

CLASSIFIED RATE INSERTIONS – “THE MARKET” (non-commissionable)

Insertions	1	2	3	4
Rate per column inch*	\$90	\$85	\$80	\$75

*Add 15% for four-color

CLASSIFIED RATE INSERTIONS – “REAL ESTATE MART” (non-commissionable)

Insertions	1	3
Rate per unit (3-3/4" x 2")	\$245 (per unit)*	\$160 (per unit)*

Up to four units may be combined in a single issue to form a larger ad.
*Add 15% for four-color

ONLINE ADVERTISING

Exclusive Banner (260 x 200): \$1200 per month

WEBINAR SPONSORSHIP

\$2000



For pages opposite the publisher's letter or table of contents in the *Mini-Storage Messenger* and any other specified position, add 15% to the gross rate.

Specialty Publications

All Available In
DIGITAL & PRINT



2012 CIRCULATION Data

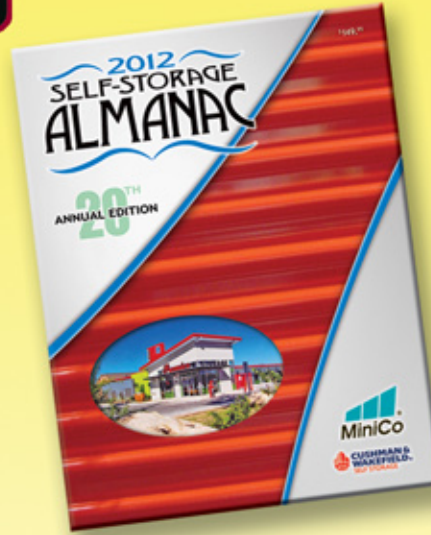
Frequency
MAR & OCT
Combined production with Mini-Storage Messenger

Single Copy price
\$12.95

Distribution
20,000 combined print and digital

Target Audience
The self-storage industry's only publication dedicated to the business of mobile self-storage

- ▶ In-depth coverage of mobile self-storage trends, regulations, legal issues, marketing, operations, and container and lift options.
- ▶ Practical information for newcomers and current self-storage professionals who are considering incorporating mobile self-storage into their existing storage business model.



2012 CIRCULATION Data

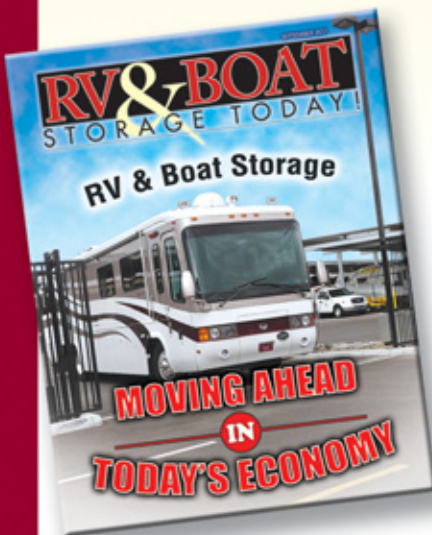
Frequency
ANNUAL
Combined production with Mini-Storage Messenger

Publication
December 2012

Single Copy Price
\$149.95

Circulation
Projected at 4,000

- ▶ The self-storage industry's most respected statistical reference guide.
 - ▶ Provides information and statistics on occupancy, rental rates, valuation, security, financing, marketing, construction, cap rates, manager training and compensation, supply and demand, design, and more!
- Now Includes CANADA!** 



2012 CIRCULATION Data

Frequency
SEPTEMBER
Combined production with Mini-Storage Messenger

Single Copy Price
\$12.95

Distribution
20,000 combined print and digital

- ▶ Focuses exclusively on RV and boat self-storage businesses.
- ▶ Topics include building RV storage, offering retail supplies and premium services, marketing and insuring this unique product, legal issues and feasibility studies.



2012 CIRCULATION Data

Frequency
JAN / APR / JUL / OCT
Combined production with Mini-Storage Messenger

Single Copy Price
\$7.95

Circulation
Projected at 3,500

- ▶ The only publication focusing on the growing Canadian self-storage market.
- ▶ Official publication of the Canadian Self Storage Association.



Online Advertising

Mini-Storage
Messenger

MOBILE
SELF-STORAGE
MAGAZINE

Self-Storage NOW!

Online Advertising Opportunities

MiniCo offers advertising opportunities on the companion Web sites to *Mini-Storage Messenger*, *Self-Storage Now!*, and *Mobile Self-Storage Magazine*.

EXCLUSIVE Banner

Exclusive banner ad on the *Messenger* site: **\$1,200 per month**
Dimensions: 260 wide x 200 tall (pixels)
Acceptable file formats: .jpeg, .gif, .png

Web Site Landing Page Ad

For maximum exposure, this pop-up ad will be seen by every visitor to the *Mini-Storage Messenger* Web site. Ad includes a link directly to the advertiser's Web site or landing page of choice. **\$1,500**

Messenger Weekly

The *Messenger Weekly* e-newsletter is distributed to more than 13,000 subscribers. Button Ad options include two different layouts, both of which will link directly to the advertiser's web site or landing page of choice. Advertiser will also receive a detailed traffic report that includes the e-mail addresses for each subscriber that clicked through to your web page. **\$1,500**



**260 x 200
Exclusive
Banner**

Webinars / Sponsorships / Listings

The Live Webinar

Be a part of the latest on-demand technology and reach hundreds of prospects at a time. The live webinar allows you to showcase your product or service while offering an informative program. MiniCo coordinates all event production and provides a moderator. We also provide you with a list of registered attendees. **\$2,000**

Package includes:

- Sponsor logo or brand recognition on all webinar marketing materials including press releases, banner ads, e-newsletters, e-mail broadcasts, etc.
- Three pre-event e-mail blasts promoting registration for the webinar and one post-event e-blast to webinar registrants. Each e-blast will include the sponsor's logo or branding with live link to sponsor's Web site.
- A formal introduction of the sponsor at the start of the webinar by the event moderator.
- The sponsor's logo included on all frames of the visual webinar presentation and subsequent archived copies.
- Referrals to the sponsor's Web site during and after the event.

Messenger Xtra

E-Newsletter Sponsorship Reach thousands of prospects through our monthly e-newsletter, *Messenger Xtra*, featuring your name and a banner ad linked to your Web site. **\$1,200**

Mini-Storage
Messenger ONLINE
BUYER'S GUIDE

Online Buyer's Guide!

The self-storage industry's *Yellow Pages* is online in a searchable format. All vendors receive a free listing, plus you will have opportunities to enhance your listing with your logo and a link to your Web site: **Call for pricing.**

MiniCo

800-824-6864 / www.minico.com

Special Formats

① **Polybag/
Insert**



② **French
Door
Split
Cover**



③ **Cover Wrap**



④ **Belly Band**



⑤ **Fold-Out Cover**



⑥ **Business Reply Card**



Mechanical Specs

Advertising print sizes are the same for all MiniCo publications

Space Size	Width	Depth
Full Page (Trim)	8-3/8"	10-7/8"
(Bleed)	8-5/8"	11-1/8"
(Live Area)	7-1/2"	9-3/4"
<hr/>		
2/3 Page	4-3/4"	9-3/4"
1/2 Page (island)	4-3/4"	7-1/4"
1/2 Page (horizontal)	7-3/8"	4-3/4"
1/3 Page (vertical)	2-5/16"	9-3/4"
1/3 Page (square)	4-3/4"	4-3/4"

Classified – "Real Estate Mart"

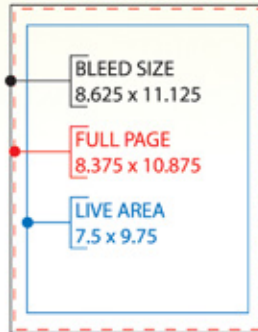
1/10 page (1 Unit) 3-1/2" 1-3/4"
(Up to four units may be combined to form a larger ad.)

Classified – "The Market"

1 Column = 2.332", 2 Columns = 4.832"

Materials and Shipping:

MiniCo
Publishing Division Advertising
2531 W. Dunlap Avenue
Phoenix, AZ 85021



Advertising print requirements

Art must be supplied by the advertiser. Digital art may be created by MiniCo at an additional expense.

Mini-Storage Messenger is saddle-stitched, with some issues requiring perfect binding. Please refer to the editorial calendar for space reservations and material due dates.

Printing is offset process (CMYK), and ads should be submitted digitally. Preferred format is high-quality PDFs. Advertiser's content in the file is searchable within the digital format. Packaged digital files should be supplied for the Macintosh platform in InDesign, Adobe Illustrator, or Adobe Photoshop. All attached files and fonts must accompany document, or type must be converted to outlines (Illustrator). Color graphic files must be converted to CMYK and be no less than 300 dpi resolution. Line art must be no less than 300-600 dpi. Graphic formats accepted are .tif, .eps, .bmp, .pdf, and .jpg. E-mailed files should be stuffed if larger than four megabytes. FTP upload is available. Please call your sales representative for information.

Ads requiring an unusual amount of time, including complicated design, large amounts of text, customer changes, and other special graphic design and technical needs will be billed at \$75 per hour. This includes any changes or additions to "pick-up" ads.

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

Special Formats

To help your product or service stand out from your competition, consider one of our specialty printing opportunities within our publications.

Call for details and pricing.

