



in Self struction

nically having properties similar to traditional
ete, they have not had the years of in-process
g to see how they will hold up over time.
eyond concrete, other innovators are seeking to
ste streams to create new materials that could
ally be used for self storage fit-out instead of
ardboard and packaging, and Storm Board
d-to-recycle plastic waste. Bio-based materials
mp, mycelium, timber and even food waste
er key area of accelerated innovation - they
able, healthy, breathable and absorb carbon
tivation

e has yet adapted these technologies to
t. Steel partitioning's durability, flexibility,
ce, and relatively light weight are hard to
h recycled materials. However, with the
vestment in this area, it seems inevitable
age stores will be constructed from low-
ned or recycled alternatives to steel and
near future.

ENERGY

r is identified as a critical part of
net zero. The self storage industry is
aited to solar power generation, with
ut low energy use for the size of the
t. Solar panels, which are coming
l becoming more efficient, are now
new self storage developments and
ing retrofitted to existing buildings.
gy buyback prices and limitations

In the distribution network restrict the commercial
viability for businesses to produce more solar energy
than they use. Battery technology also
continues to evolve allowing operators to
store solar energy for when they need it
and better manage peak loads.

Decarbonising heat is also a critical
part of reaching net zero. Heat pumps,
biomass generators and other energy-
efficient heating methods are becoming
more common in the building industry
generally.

GREATER EMPHASIS ON GREEN SPACES AND NATURE

There is a growing recognition of the
importance of green spaces and nature in
sustainable construction, and there is an
increasing trend towards the integration
of green roofs, vertical gardens, and other
features that promote biodiversity and
improve the overall sustainability of the
building. Green roofs are becoming more common on
European self storage stores.

Studies have shown that green spaces and nature
can positively impact the design, engineering and
construction of a project. Adding elements of nature to
a built environment has been proven to reduce stress,

**By considering
all aspects of
the project
from design
to operation,
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planet.**

improve air quality, promote mental and physical
health, inspire creativity and increase productivity. With
these benefits in mind, it's easy to see why
more architects, engineers, designers and
builders are considering the potential
effects of integrating natural features
into their projects.

Green spaces provide additional
opportunities to introduce eco-friendly
solutions into a project. For example,
rainwater can be harvested from green
roofs or terraces and reused in irrigation
systems or directed away from buildings.
In addition to conserving resources, this
type of design can help reduce runoff,
which often affects nearby water sources.

In creating sustainable and resilient
future building projects, architecture,
engineering, and construction
professionals should always strive
to balance economic development
and environmental responsibility. By
considering all aspects of the project
from design to operation, professionals can create
projects that benefit both people and the planet.

*Thank you to The UK Green Building Council for some
of the foundation material for this article*

**YOUR AD
HERE**

UNLOCKED Q3, 2024 | 55

UNLOCKED

UK & Europe's Self Storage Trade Magazine

Advertising Pack 2025



FEDESSA
Federation of European
Self Storage Associations



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.

2025 Rates

	Member Casual Rate (rate per issue)		Member Annual Rate 4 issues – save 10%		Member Annual Rate (rate per issue)	
	Net	Incl. VAT	Net	Incl. VAT	Net	Incl. VAT
Full Page	£900.00	£1080.00	£3,240.00	£3,888.00	£1,140.00	£1,368.00
Half Page	£590.00	£708.00	£2,124.00	£2,548.80	£740.00	£888.00
Third Page	£450.00	£540.00	£1,620.00	£1,944.00	£560.00	£672.00
Back Page	N/A	N/A	£5,420.00	£6,504.00	N/A	N/A
Guaranteed Position Full Page*	£1,100.00	£1,320.00	£3,960.00	£4,752.00	N/A	N/A
Inside Front or Inside Back Cover (see notes below)	Additional to full page annual cost - £400 + VAT = £480 per issue					
Insert (maximum one A4 sheet)	£1200.00 + VAT (£1440.00 incl VAT) printed leaflet provided by you and delivered to Nantwich approx. 2500 copies. £1550.00 + VAT (£1860.00 incl VAT) artwork only provided by you; we provide the printing					

**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.

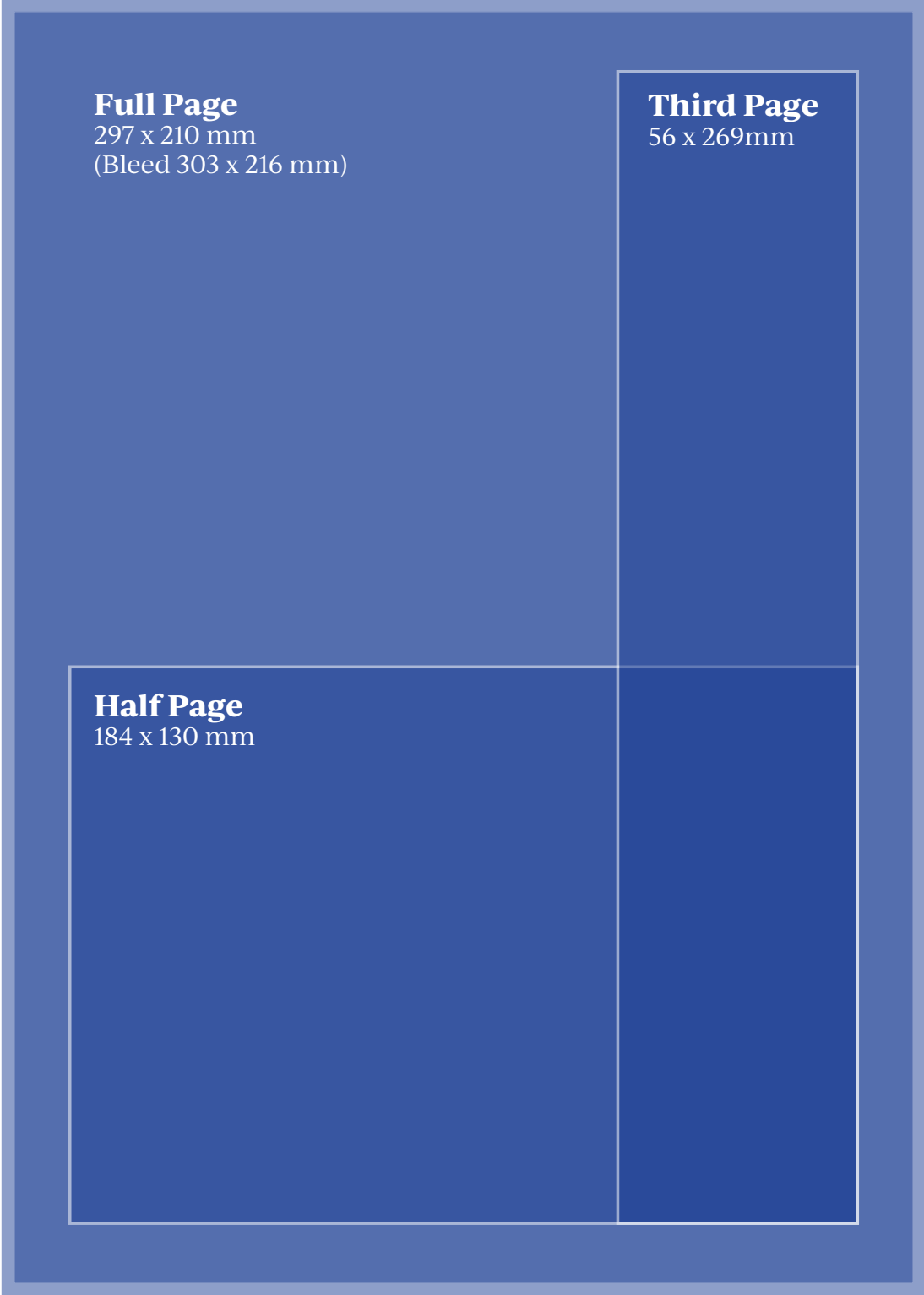
Submission Deadlines

Issue	Booking Forms	Artwork	Distribution Date
QTR 1 2025	Wednesday, 8 January	Wednesday, 29 January	W/C 3 March
QTR 2 2025	Wednesday, 16 April	Wednesday, 7 May	W/C 2 June
QTR 3 2025	Wednesday, 9 July	Wednesday, 30 July	W/C 1 September
QTR 4 2025	Wednesday, 8 October	Wednesday, 29 October	W/C 1 December

Each quarter a new advertising pack will be released with the next four publication dates

Artwork Specification

Advertisement sizes are illustrated here to show their proportion relative to the magazine page, but are not to scale. The exact placement on the page will be determined at the editor's discretion.



To ensure the highest print quality, all advertisements must be supplied as high-resolution, press-ready files. Acceptable formats include PDF and high-resolution image files such as JPG or PNG. Please ensure that all PDFs are set to CMYK with fonts embedded, and that images (JPG or PNG) are at least 300 DPI. Files that do not meet these specifications may result in print issues. For optimal results, please ensure your artwork is set to the correct dimensions and includes 3mm bleed for full page ads.

Conditions of Acceptance for Advertising

- 1. Payments for all advertisements, that 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.

- 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.
- 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.
- 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.
- 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 a surcharge.
- The Publisher shall be indemnified by the Advertiser against any damage they may sustain as a consequence of their advertisement.
- 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.
- 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.
- The Publisher reserves the right to destroy all artwork and other materials that 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.
- 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.
- 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.
- Typesetting or artwork for advertisements will be charged for by the Publisher as agreed in advance.

To Book

To book your advertisement, simply click the link below and fill out the online form:

<https://www.ssauk.com/publications/unlocked-magazine/unlocked-advertising-booking-form.html>





UNLOCKED

Contact Us

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FEDESSA
 Federation of European
 Self Storage Associations



ssa
 self storage
 association
 United Kingdom

The Self Storage Association UK / FEDESSA
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