



2026

**DIGITAL
MEDIA
PLANNER**



DIGITAL MEDIA PLANNER

2026

Mission

MSM is a forward-thinking media company and the leading authority in the self-storage industry. Since 1979, we have provided the most comprehensive data, analysis, and expert insights, becoming the single-source solution to empower self-storage professionals.

Our mission is to deliver factual, timely, unbiased content to help self-storage owners, operators, investors, and developers make informed decisions about their businesses. We also regularly introduce self-storage professionals to suppliers and vendors in the industry, highlighting products and services that fuel the industry.

Initially founded by Hardy Good, and originally known as *Mini-Storage Messenger*, MSM's products today include the annual *Self-Storage Almanac*, *RV and Boat Storage Development Handbook*, *Self-Storage Canada*, the *Development Handbook*, and our flagship publication, *Messenger* magazine. The company also names the highly anticipated Top Operators as well as "Facility of the Year" and "Manager of the Year" winners.

Supported by a team with a combined 120-plus years of experience in the self-storage industry, MSM is committed to providing high-quality content that adds value to its readers. Now under new ownership, MSM has modernized its print and digital publications with new features to upgrade the experience for readers and advertisers while continuing to deliver exclusive breaking news.



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Call Lauri Longstrom-Henderson
for pricing at (602) 678-3526.





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



Available in print and a scrolling digital format, the 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* offers approximately 100 pages of high-quality content and features regular columns that our readers enjoy, such as “Storage Stats,” “Who’s Who in Self-Storage,” “Chief Executive Opinion,” “Groundbreaking Development,” and “The Last Word.”

A one-year subscription to *Messenger* consists of 12 issues, delivered monthly, including annual editions of the industry’s highly anticipated Top Operators, Manager of the Year, and Facility of the Year volumes, plus a 13th bonus edition of the *Buyer’s Guide*.

Print Subscriptions:

\$99.95 per year

Digital Subscriptions:

\$51.95 per year

Combo Subscription:

\$124.95 per year

Single Copy Price:

\$7.95

Print for Canada and Mexico: \$129.95

All other countries: \$199.95

Circulation:

20,000 Paid Circulation

Digital Preview edition sent to 28,000 per month

Frequency:

Twelve issues per year plus a bonus 13th issue of the *Buyer’s Guide*

Target Audience:

Self-storage owners, operators, 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

Call Lauri Longstrom-Henderson for pricing at (602) 678-3526.



MESSENGER RATES

(Print + Responsive digital editions)

Premium Positions	1x	3x	6x	12x	Standard Positions	1x	3x	6x	12x
Inside Front Cover	\$4350	\$3828	\$3215	\$2540	2-Page Spread	\$7050	\$6204	\$5211	\$4116
Enhanced			\$3515	\$2840	Enhanced			\$5511	\$4416
Page One	\$4350	\$3828	\$3215	\$2540	Full Page	\$3825	\$3360	\$2827	\$2234
Enhanced			\$3515	\$2840	Enhanced			\$3127	\$2534
Across From TOC, CEO, Pub Note	\$4085	\$3595	\$3020	\$2385	2/3 Page Vertical	\$2950	\$2596	\$2480	\$1722
Enhanced			\$3320	\$2685	Half Page Horizontal	\$2750	\$2420	\$2032	\$1605
Inside Back Cover	\$4350	\$3828	\$3215	\$2540	1/3 Page	\$2275	\$2002	\$1681	\$1328
Enhanced			\$3515	\$2840					
Back Cover	\$5025	\$4422	\$3714	\$2934					
Enhanced			\$4014	\$3234					

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Often referred to as the Yellow Pages of the industry, the annual MSM Buyer's Guide has proven to be an essential tool for any self-storage business.

BASIC LISTING \$150 per year

PREMIUM LISTING \$475 per year

	BASIC LISTING	PREMIUM LISTING
Monthly/ Yearly Cost	\$12.50/mo. \$150/year	\$39.58/mo. \$475/year
Summary Description	X	X
Logo	X	X
Contact Email	X	X
Website Address	X	X
Address & Phone	X	X
Branded Page on MSM		X
Features / Copy Content		X
Photo Gallery		10 Images
Cover Image		X
Social Media Links		X
Articles		Up to 6
Downloadable PDFs		Up to 3
Videos		Up to 6

Digital Only:

\$14.95

Print Only:

\$29.95

Print + Digital:

\$39.95

Frequency:

Annual

Publication:

Summer 2026

Target Audience: |

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

Bonus Distribution:

Digital edition sent to 28,000+

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Self-Storage Canada is the only publication dedicated to the growing Canadian self-storage market and the official publication of the Canadian Self Storage Association. Available in both a print and groundbreaking digital edition, *Self-Storage Canada* delivers the most relevant content to the people behind the country's approximately 3,000 facilities. Newly redesigned in 2024, *Self-Storage Canada* offers unparalleled marketing opportunities through enhanced advertisements and expanded editorial. Your ads receive double exposure from CSSA's vendor and facility members as well as additional paid subscribers. Don't miss your chance to position your company as a top-level vendor!

Digital Only:

\$21.95

Print (Shipped to U.S.):

\$21.95

Print (Shipped to Canada):

\$29.95

Print (Shipped to Mexico):

\$64.95

Print (International Shipping):

\$89.95

Circulation:3,500 Projected Print
& Digital**Frequency:**

Spring, Summer, Winter

Bonus Distribution:

at Trade Shows

Target Audience:

The official publication of the Canadian Self Storage Association (CSSA) and the only publication focusing on the growing Canadian self-storage market

EDITORIAL CALENDAR

Spring 2026

2026 Manager of the Year

SPACE DEADLINE: Jan 3, 2026**MATERIALS DUE:** Jan 8, 2026**Summer**

Candid Conversations

SPACE DEADLINE: May 30, 2026**MATERIALS DUE:** June 4, 2026**Winter**

Canadian Top Operators

SPACE DEADLINE: Sept 26, 2026**MATERIALS DUE:** Oct 1, 2026

SELF-STORAGE CANADA

(Print and responsive digital editions)

Premium Positions

	1x	3x
Inside Front Cover	\$1300	\$1195
Page One	\$1300	\$1195
Inside Back Cover	\$1300	\$1195
Back Cover	\$1500	\$1300

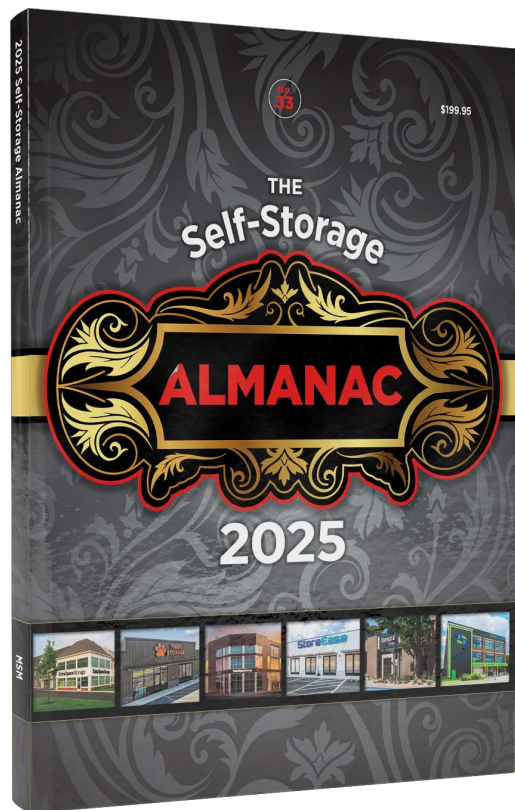
Standard Positions

	1x	3x
2- Page Spread	\$1900	\$1600
Full Page	\$1100	\$900
Half Page Horizontal	\$900	\$802
2/3 Page Vertical	\$1000	\$840
1/3 Page	\$605	\$571

All Full Page Ads Include VERTIQUIL Enhancement**Bonus Circulation:**

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

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First published in 1992, the annual *Self-Storage Almanac* is known throughout the industry as the leading self-storage source for data, trends, and in-depth analysis.

With information gathered from Noah Starr and his team at TractIQ, our data provider, the *Almanac* is continually referenced, cited, and relied on for its current and comprehensive statistics that self-storage owners, operators, investors, developers, and appraisers across the country utilize to make better informed business decisions.

Digital Only:

\$174.95

Print Only:

\$199.95

Print + Digital:

\$254.95

Frequency:

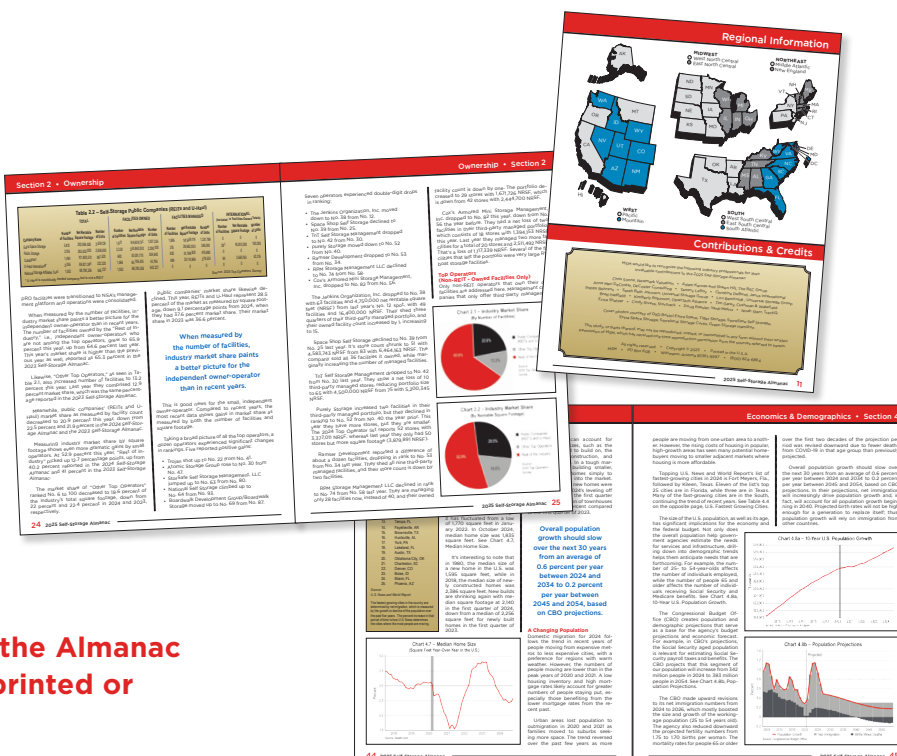
Annual

Publication:

February 2026

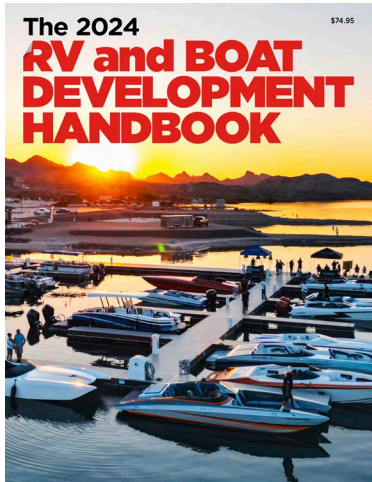
Target Audience:

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



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

Call Lauri Longstrom-Henderson for pricing at (602) 678-3526.



The RV and Boat Development Handbook is by far the largest publication dedicated to this real estate sector, reflecting the optimism and uptick in the RV and boat market. In this publication you will find a wealth of information about developing RV and boat storage, from due diligence, construction options, and architectural design to marketing, amenities, and ensuring your investment. This is the most current information and data available, gathered from experts in the industry who have extensive experience developing these specialty storage facilities. The *RV and Boat Storage Development Handbook* is designed to be your guide, providing invaluable insights and strategies for a successful and profitable business model.

Digital Only: \$74.95

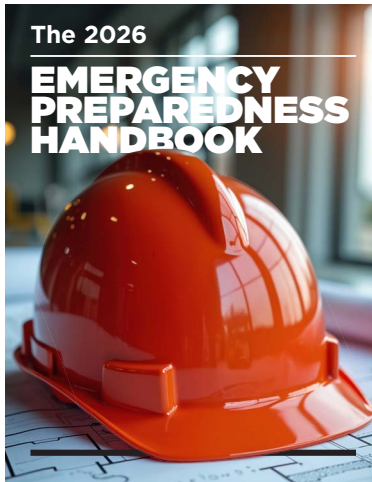
Print Only: \$74.95

Print + Digital: \$119.95

Frequency: Biannual

Publication: Spring 2026

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



According to the U.S. Department of Labor Statistics, more than 40 percent of businesses that experience a disaster never reopen. **The Emergency Preparedness Handbook** aims to keep self-storage facilities from becoming a part of that alarming statistic by presenting detailed information about what to do before, during, and after an emergency—from natural disasters to manmade mishaps. This new manual is sure to become a valuable reference book for owners, operators, and managers who need to create, implement, or even revise an on-site emergency plan for their self-storage facilities.

Digital Only: To be determined

Print Only: To be determined

Print + Digital: To be determined

Frequency: Biannual

Publication: Fall 2026

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

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MESSENGER

January

Sales & Acquisitions Playbook

Exclusive Editorial: Profiles of Self-Storage Brokers

SPACE DEADLINE: December 5, 2025

MATERIALS DUE: December 10, 2025

February

Linking Up: Consolidating Operations

SPACE DEADLINE: January 2, 2026

MATERIALS DUE: January 7, 2026

March

Embracing New Technology

SPACE DEADLINE: February 7, 2026

MATERIALS DUE: February 11, 2026

APRIL

The Self-Storage Legal Landscape

SPACE DEADLINE: March 6, 2026

MATERIALS DUE: March, 16, 2026

May

Management Software & Maintenance

SPACE DEADLINE: April 3, 2026

MATERIALS DUE: April 8, 2026

June

Innovative Construction & Development

SPACE DEADLINE: May 1, 2026

MATERIALS DUE: May 6, 2026

July

Preparing for Unexpected Issues

EXCLUSIVE EDITORIAL: Going Green Space

DEADLINE: June 5, 2026

MATERIALS DUE: June 15, 2026

August

Marketing in the Digital World

SPACE DEADLINE: July 2, 2026

(DAY BEFORE 4TH WEEKEND)

MATERIALS DUE: July 8, 2026

September

Deciphering Data & Demographics

SPACE DEADLINE: September 31, 2026

(SHOW ISSUE)

MATERIALS DUE: August 5, 2026

October

Choosing Your Management Style

Exclusive Editorial: 2026 Manager of the Year Winners

SPACE DEADLINE: September 16, 2026

(LATE BECAUSE OF VEGAS)

MATERIALS DUE: September 21, 2026

November

2026 Top Operators' Issue

SPACE DEADLINE: October 2, 2026

MATERIALS DUE: October 7, 2026

December

2026 Facility of the Year Winners

SPACE DEADLINE: November 6, 2026

MATERIALS DUE: November 11, 2026

SPECIALTY PUBLICATIONS

January

2026 Self-Storage Almanac

SPACE DEADLINE: December 8, 2026

MATERIALS DUE: December 15, 2026

August

Self-Storage Buyer's Guide

SPACE DEADLINE: June 27, 2026

MATERIALS DUE: July 3, 2026

May:

2026 RV & Development Handbook

SPACE DEADLINE: April 21, 2026

MATERIALS DUE: April 25, 2026

Fall:

Emergency Preparedness

SPACE DEADLINE: September 24, 2026

MATERIALS DUE: September 28, 2026

SELF-STORAGE CANADA

Editorial Calendar

Spring 2026

2026 Manager of the Year

SPACE DEADLINE: January 16, 2026

MATERIALS DUE: January 21, 2026

Summer

Candid Conversations

SPACE DEADLINE: May 30, 2026

MATERIALS DUE: June 4, 2026

Winter

Canadian Top Operators

SPACE DEADLINE: September 26, 2026

MATERIALS DUE: October 1, 2026

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Advertising print sizes are the same for all print 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: trim + .125")	8.625"	11.125"
	(Live Area: trim - .5" margin)	7.375"	9.875"
2/3 Page	(Vertical)	4.6375"	9.87"
2/3 Page	(Horizontal - only <i>Self-Storage Now!</i>)	7.375"	6.65"
1/2 Page	(Horizontal)	7.375"	4.75"
1/3 Page	(Square)	4.6375"	4.75"
1/3 Page	(Horizontal - only <i>Self-Storage Now!</i> and <i>Self-Storage Canada</i>)	7.375"	2.5"

Submit all digital ads via email to carlos@modernstorage-media.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.

MSM offers ad creation, production, ad reprints and bulk subscriptions for its publications. Contact your sales representative for details.



Document Setup

Intent: Print

Number of Pages: 1 ☐ Facing Pages

Start Page #: 1 ☐ Primary Text Frame

Page Size: [Custom]

Width: 8.375 in Orientation:  

Height: 10.875 in

Margins

Top: 0.5 in Left: 0.5 in

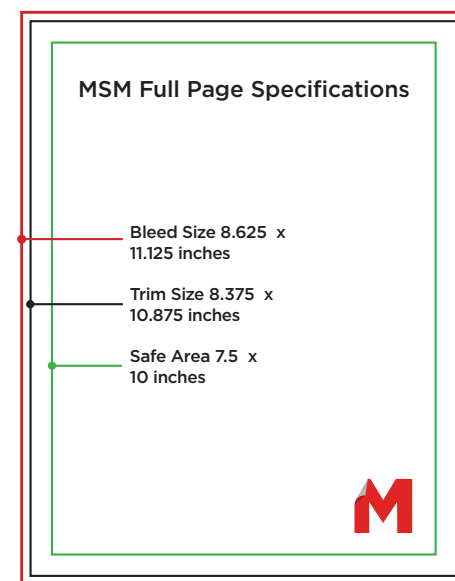
Bottom: 0.5 in Right: 0.5 in

Bleed and Slug

	Top	Bottom	Left	Right
Bleed:	0.125 in	0.125 in	0.125 in	0.125 in
Slug:	0 in	0 in	0 in	0 in

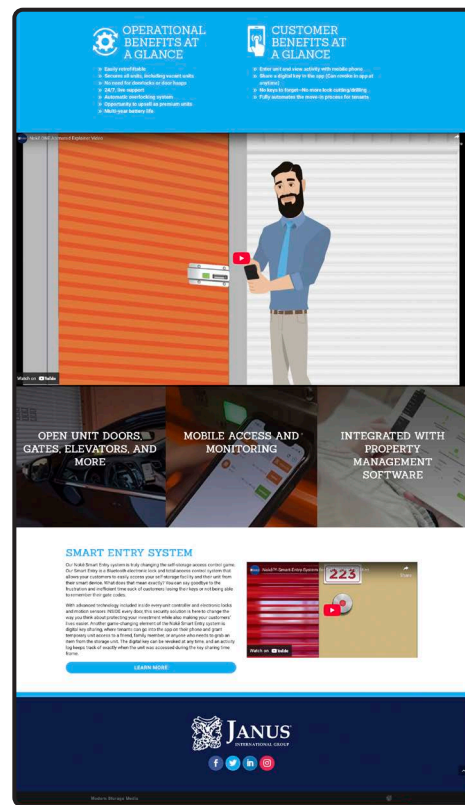
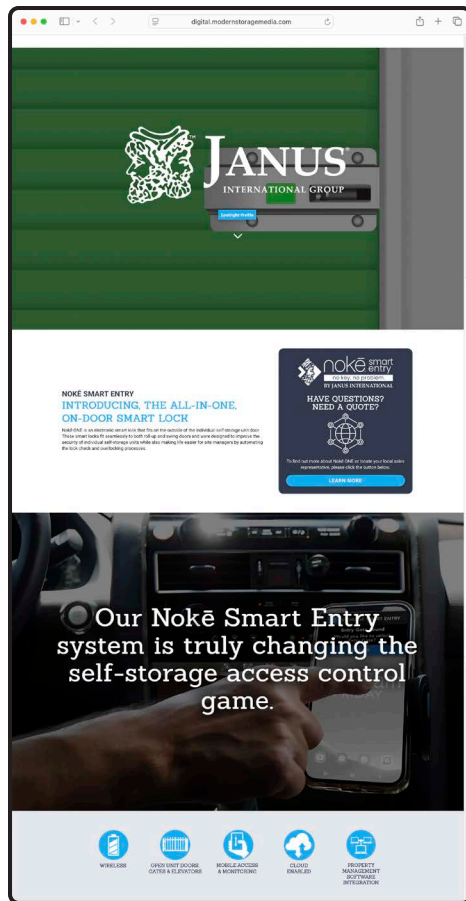
Adjust page elements to document changes Adjust Layout...

☐ Preview Cancel OK



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Spotlight Full Impact Advertising Landing Page

Implemented as a high-value digital brochure (marketing microsite) landing page for the advertiser, this page is optimized for SEO and lead generation or traffic handoff to the advertiser website. Because the page lives on the publisher branded digital site, the high engagement value of this domain and content becomes a valuable backlink to the advertiser's domain and search elevation. Spotlights also provide advertisers an additional conversion button to double click-through results on all ads appearing in the issue.

1. Features company benefits, profile, people, brands, products, and videos in a custom designed landing page from assets handoff.
2. In addition to the normal "learn more" button on display ads in the digital issue (or even enhanced ads with more prominent call to action), spotlight advertisers will have an additional user engagement button "View our Spotlight" as a call to action for readers.
3. The Spotlight Landing Page provides new targeted search traffic and SEO value, communicates relevant marketing value for qualified clickthrough, doubles engagement, and adds tracking and analytics to confirm value to advertisers.

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Launch with legitimacy using the power of print, the sizzle of social, while leveraging all that digital can do to reach your audience ... where they are, in the way they want to be found.

Extremely Limited Inventory - Only 12 Positions Available - 1 Per Month!

PACKAGE INCLUDES:

DIGITAL:

- **Annual "Spotlight" Full Impact Advertising Landing Page.**
Online "Spotlight Site" Dynamically crafted to feature your unique product or service.
Live for 12 months, featuring video, animation, dynamic linking, specialty statistics available.
(\$5,000 value)
- **Four (4) social media post designs and shoutouts**
(via Linked-In)
(\$500 value)
- **Complete Digital Reprint Package from MESSENGER Magazine**
Including both print resolution and e-mailable PDFs plus sharable assets, as well as inclusion in online archive on Modernstoragemedia.com.
(\$495 value)
- **Sponsorship Position of Digital MSM MESSENGER Magazine**
Every issue of *MESSENGER* is announced to the industry via 28,000 email subscribers, participant in this package will have their message showcased coinciding with the month of their inclusion in print.
(\$1,000 value)
- **Modernstoragemedia.com**
Website page dedicated specifically for Industry Spotlight Leaders.
- **First Right of Inclusion**
on special offers and newsletters.

PRINT:

- **2 page Print Spread in MESSENGER Magazine**
Both Print and Enhanced Digital Subscription editions.
(\$7,000 value)
- **Main call out on the bottom of the departments CONTENTS page**
in the featured issue with QR code to Modernstoragemedia.com.
- **Inclusion in the next 11 issues' CONTENTS pages**
with shared link to the MSM website dedicated to Spotlight leaders.

**Total value
over \$13,995**

YOUR COST = \$7,500

(Just \$625/Mo)



DIGITAL:

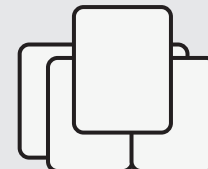
Spotlight Advertising Landing Page (12 MO lifespan)



4 Social Media Shoutouts



Digital Reprint Package



Digital Issue Sponsor Position



PRINT

2-Page Print Spread



TOC Page



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MSM online marketing offers a mix of broad and targeted advertising opportunities depending on where your ad is placed. Advertisements can do any of the following:

- Link to your website (you provide the tracking code to us and obtain your own data)
- Link to your MSM Premium Buyer's Guide Page (we can provide view/click data)
- Link to an MSM landing page or other site page (we can provide view/click data)

Pop-Up Ad

The pop-up is the first ad to show up on the MSM homepage after someone has been on the page for five seconds (it can be Xed out of). Limited to one position weekly. This can be static or a GIF.

(760w x 490h)

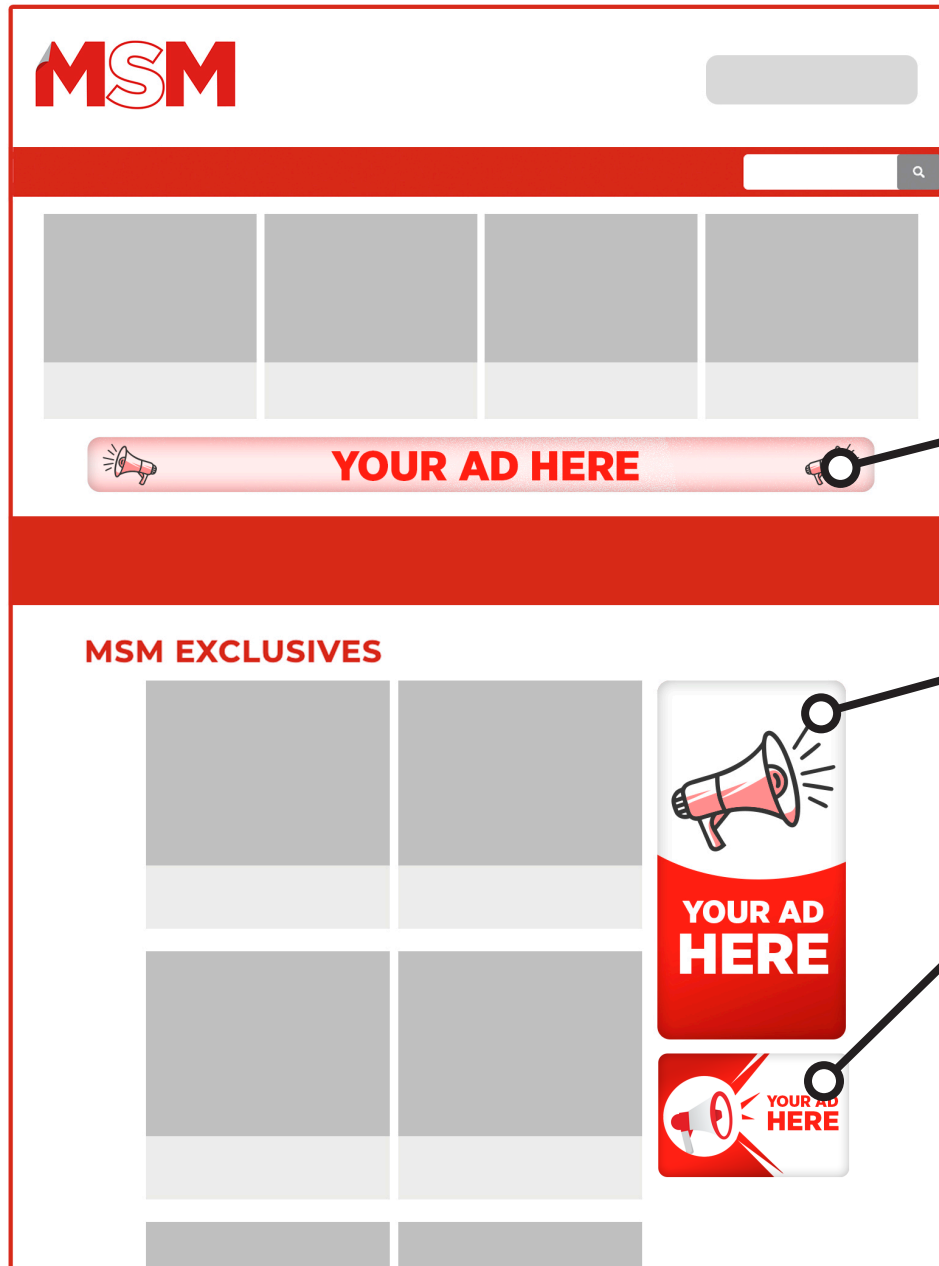
Slide-In Ad

Slide-In ads can be designated to slide in from top, bottom, left, or right. These can slide in on any page within the MSM site (for example, homepage for most exposure, topic page for most targeted).

(530w x 280h)

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- Link to an MSM landing page or other site page (we can provide view/click data)

Banner Ad

Rotates with other advertisers (five max) on the homepage just below NEWS and EXCLUSIVES.

(1300w x 170h)

Monster Ad

Image displayed next to the MSM EXCLUSIVES section of the home page. This can be static or a GIF.

(300w x 600h)

Sidebar Ad

A static sidebar ad on the homepage positioned alongside MSM EXCLUSIVES..

(370w x 320h)

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MSM

MSM VIDEO PLAYLIST

Mario Macaluso
Program Manager, Clarity
Q 2025 Expo 2025

Holly Fiorello
Storable | Storable
Q 2025 Spring Conference

David Allard
Apple Sell
Q 2025 Spring Conference

VENDOR VANGUARD

(303) 317-5850 **Boxwell** sales@boxwell.co

Custom Storage Solutions Built For Your Business.

PORTABLE STORAGE CONTAINERS
- DESIGNED WITH TRANSPORT IN MIND
- STACKABLE THREE HIGH, FULLY LOADED
- FULLY CUSTOM LOGOS AND BRANDING

RELOCATABLE SELF-STORAGE UNITS
- ALL-IN-ONE STORAGE UNIT KIT
- CUSTOM DOOR CONFIGURATIONS
- RESEMBLES TRADITIONAL DRIVE-UPS

ROLL UP DOORS
- INDUSTRY-LEADING QUALITY
- FAST AND EASY INSTALL
- CUSTOM COLORS AND SIZES

GOOD, BETTER, BOXWELL.
Work with a team that cares.
Let's talk about your next project today!
LEARN MORE

YOUR AD HERE

YOUR VIDEO HERE

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- Link to an MSM landing page or other site page (we can provide view/click data)

Vendor Vanguard

Large placement that can include various elements (images, video, links, etc). This space is your playground.

Monster Ad

Image displayed next to the MSM EXCLUSIVES section of the homepage. This can be static or a GIF.

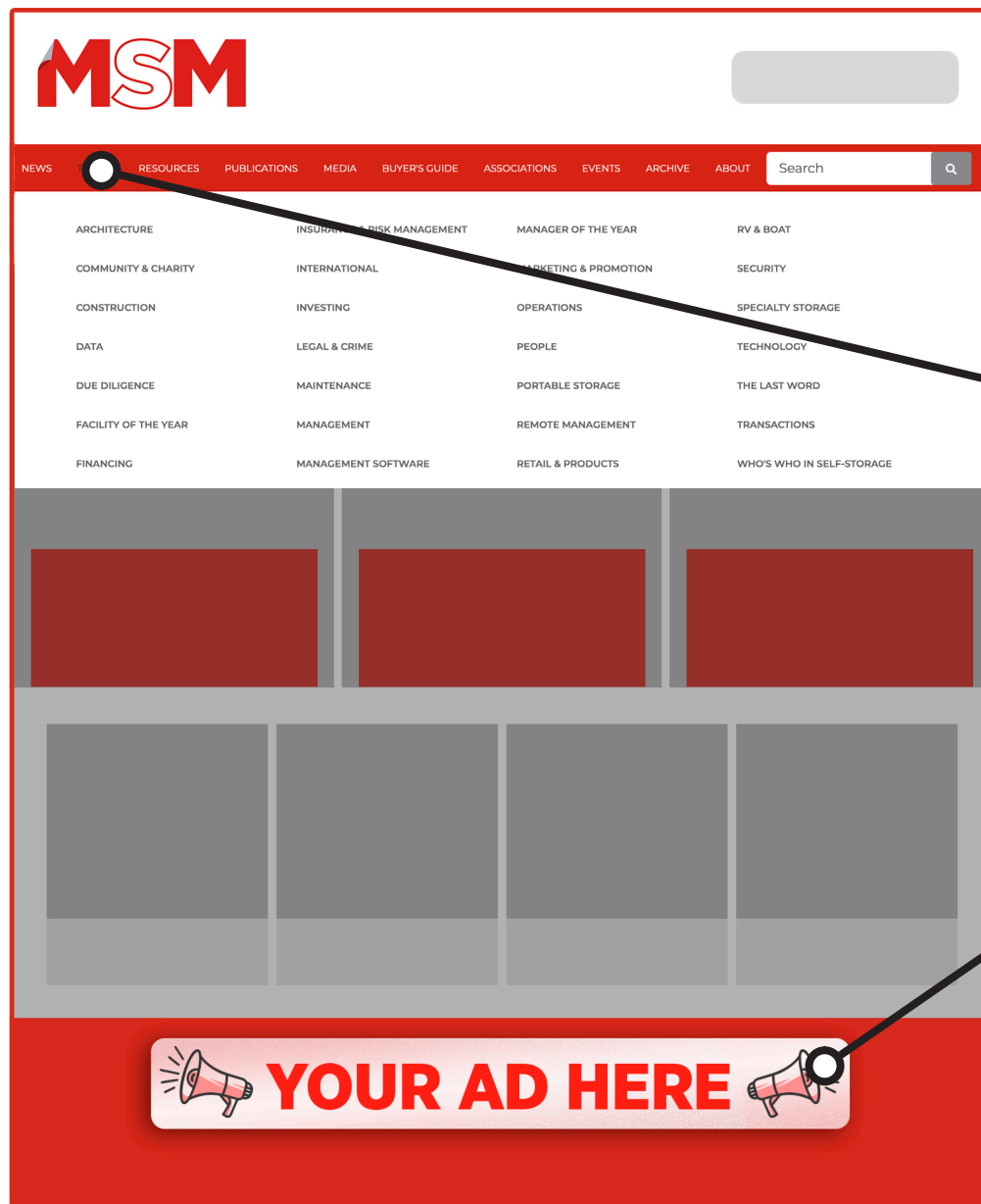
(300w x 600h)

Featured Video

A homepage video that can play within the MSM site but link to your YouTube/Vimeo so you gain views/likes, or you provide an MP4 for us to embed.

(Will display at 380w x 380h)

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- Link to your MSM Premium Buyer's Guide Page (we can provide view/click data)
- Link to an MSM landing page or other site page (we can provide view/click data)

Targeted Online Ads

Advertise on pages that are more suited to your specific audience for less money and more impact. You can place a pop-up ad or sidebar ad on any story falling under one of these topics. Your ad will run for either 30 days, or until at least 10 stories with that topic tag have been published.

We can also place ads on our popular, regularly updated pages:

- Sales & Acquisitions: Perfect for brokers and sellers
- New Development & Openings: Ideal for architects and construction companies
- New Hires & Promotions: An opportunity for companies that are hiring to get the word out.

Footer Ad

Rotates with other advertisers (five max) across all pages of the MSM site. (1200w x 90h)

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- Link to your MSM Premium Buyer's Guide Page (we can provide view/click data)
- Link to an MSM landing page or other site page (we can provide view/click data)

Banner Ad

Rotates with other advertisers (five max) on the homepage just below NEWS and EXCLUSIVES.
(1300w x 170h)

Inline Ad

Placement within the news or exclusive stories of our popular newsletters.
WEEKLY (450w x 300h)
WEEKEND (150w x 240h)

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Ad Enhancement Opportunities

“Enhanced” ad options explained

The unique Vertiquil platform expands the capabilities of the printed page, which is limited to a static environment. By taking the elements of a print ad and allowing them to move dynamically, the user experience is greatly enhanced across desktop, tablet, and mobile devices.

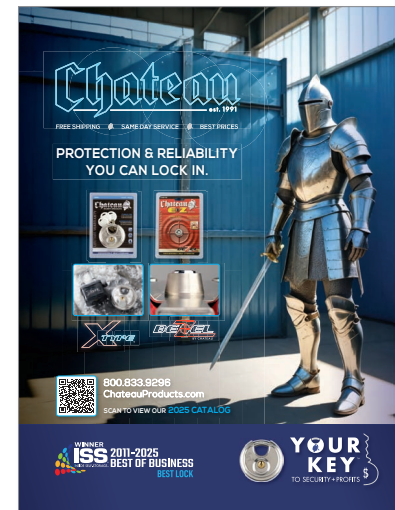
Along with standard print design elements, here are just a few examples of “enhancements” that can be implemented. Please work directly with your sales rep to see if there is something else that uniquely fits your brand.

- Embedded video & audio
- Animation
- Photo carousels
- Parallax scrolling
- Multi-edge motion
- Unique specialty actions

What is “Enhanced” Advertising?



Sample Enhanced Video Content



Call Lauri Longstrom-Henderson
for pricing at (602) 678-3526.



Corporate Profiles

\$1,700

This one-page article is a profile about your company that includes photos, logo, contact information, and a company description. It appears in both the print and the digital versions of *Messenger*, with the digital article including a link to your website. The package includes 500 reprints for marketing purposes.

PROSPER
OFFERING OPERATORS THE OPPORTUNITY TO

Quick Facts:
• **Headquarters:** 4800 East Portland Avenue, Suite 100, Prosper, NC 27627
• **Phone:** (703) 400-6000
• **Website:** www.prosperstorage.com
• **Executive Chair of the Board of Trustees:** Thomas Taylor
• **President and Chief Executive Officer:** David Conner
• **Number of Employees:** Over 1,000
• **To learn more about becoming a National Storage Alliance PEO, please contact:**
• **Curf Fleming:** Regional Director, Capital
• **Phone:** (703) 719-1064
• **Email:** cfleming@prosper.com
• **Mail West:** National Storage Alliance Trust
• **Phone:** (703) 223-1388
• **Website:** www.nationalstoragealliance.com

About National Storage Alliance Trust:
National Storage Alliance Trust ("NSAT") is a publicly traded, self-administered, self-managed real estate investment trust ("REIT") that owns and operates self-storage facilities across the United States. NSAT is a leading provider of self-storage solutions and is a member of the National Storage Alliance ("NSA"). NSAT is a leading provider of self-storage solutions and is a member of the National Storage Alliance ("NSA").

Key Executive:
Thomas Taylor, Executive Chair of the Board of Trustees, has over 20 years of experience in the self-storage industry. He has been instrumental in the growth and success of the company, and is a proven leader in the industry.

To learn more about becoming a National Storage Alliance PEO, please contact:
• **Curf Fleming:** Regional Director, Capital
• **Phone:** (703) 719-1064
• **Email:** cfleming@prosper.com
• **Mail West:** National Storage Alliance Trust
• **Phone:** (703) 223-1388
• **Website:** www.nationalstoragealliance.com

VENDOR SPOTLIGHT

centershift
Store Applications Make Operations Of All Sizes More Competitive

Safe, Secure, and Protected Data
Self-storage properties handle sensitive information such as customer names, addresses, phone numbers, social security numbers, driver's license numbers, and credit card information. Operators have an obligation to protect that data, and Store's centralized database model provides peace of mind protection for Centershift customers.

With Centershift Store, managers can automate many of the daily facility operations, allowing them to spend their time more productively.

Two Powerful Applications for Small, Medium, and Large Operators
Centershift developed Store Enterprise to be a robust management application for large organizations with multiple facilities. A key benefit of Enterprise is its management module. The tool allows operators to automatically adjust pricing on units based on various attributes, including availability, size, market demographics, and season. This module optimizes storage space to enhance revenue and build occupancy.

Easy Move.

Security Trust Value

centershift
877-9CSHIFT
(877-927-4338)
www.centershift.com • www.leadtrackingsolutions.com • www.storageform.com

Vendor Spotlights

\$2,300

Do you want exclusive exposure for your business? You need a Vendor Spotlight! Our writers will interview you to create this two-page spread about your company, which includes photos and contact information. Vendor Spotlights appear in both the print and digital versions of *Messenger*. The digital article includes a link to your website. This exclusive marketing package also includes 1,000 reprints for marketing purposes.

Vendor Spotlights are also available in *Self-Storage Canada*.

Call Lauri Longstrom-Henderson
for pricing at (602) 678-3526.

MSM WEEKLY

MSM Weekly

TOP OPEN: 48%

The Messenger Weekly e-newsletter is delivered to more than 12,000 subscribers. There are a variety of advertising options:

- Masthead banner: Your ad, directly beneath the masthead
- Full size ad: Placed beneath the three featured stories, but above the “Sales & Acquisitions” and “New Development” buttons which are always scrolled to.
- Button ads: Linked logos at the bottom of the email.



MSM Weekend

TOP OPEN: 49%

The Messenger Weekend is delivered to 12,000 subscribers every Saturday morning, providing a roundup of all the week’s biggest headlines. There are a variety of advertising options:

- Masthead banner: Your ad, directly beneath the masthead
- Full size ad: Placed beneath the headline stories, but above the “Sales & Acquisitions” and “New Development” buttons which are always scrolled to.
- In-line ads: Small ads placed within the headline stories.

MSM VENDOR INSIGHTS

MSM Vendor Insights

\$1,600/run

TOP OPEN: 45%

Package includes email to 24,000 subscribers with your company’s content, banner ads and links. It can also link to a blog which lives on a dedicated MSM page indefinitely (it’s also temporarily highlighted on the homepage, approx. 1-2 mos). Within a month of the send, you receive a detailed performance report and an Excel spreadsheet with the emails of contacts who opened your email and who clicked a link.




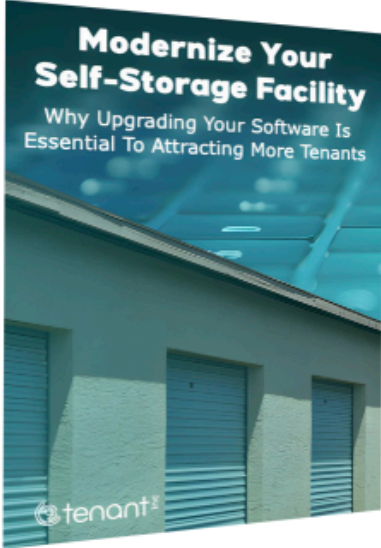
Legal Minute With Scott Zucker

TOP OPEN: 56%

This monthly email with a new legal topic each month has some of the highest open rates in the industry! There are a variety of advertising options:

- Masthead banner: Your ad, directly beneath the masthead
- In-line ad: placed within the article itself
- Button ads: Linked logos at the bottom of the email.

**Call Lauri Longstrom-Henderson
for pricing at (602) 678-3526.**

NEW WHITEPAPER

Modernize Your Self-Storage Facility

Why Upgrading Your Software Is Essential To Attracting More Tenants

The self-storage industry is rapidly evolving, with larger operators leveraging advanced technology to dominate the market. For independent facilities, the key to staying competitive lies in modernization. This white paper explores each of the following:

- Navigating The Challenges of a Shifting Landscape
- Advantages of Modern Self-Storage Software
- Software That Benefits Independent Operators
- Implementing Modern Self-Storage Software
- And more!


Complete the form below to download your free whitepaper.






First name* Last name* Email*

Company name* Facility Count



DOWNLOAD WHITEPAPER


ABOUT TENANT, INC.



Tenant, Inc. empowers self-storage operators with an all-in-one SaaS platform designed to streamline operations and maximize revenue. Their comprehensive cloud-based suite of tools includes property management software, self-storage websites, digital marketing services, and more—giving storage owners and operators everything they need to compete and thrive in today's competitive self-storage market. For more information, please visit tenantinc.com.

 (949) 894-4500
  Sales@TenantInc.com





**WHITE
PAPERS**

Whitepapers

MSM will send out an email blast to our contacts with an article or ebook (PDF), written by you. The white paper will be housed and gated on the MSM website indefinitely to collect leads and pass them on to you. You can link to the whitepaper on your site, social platforms, etc.

WHAT'S INCLUDED:

A marketing email to our database of 28,000 self-storage professionals

- Social media promo posts on LinkedIn, Facebook, and X
- MSM Weekly & Weekend Newsletter ad promoting the whitepaper

**Call Lauri Longstrom-Henderson
for pricing at (602) 678-3526.**



GET SMART(ER)

INTRODUCING THE AP1+ SMART KEYPAD

PTI

PTI SECURITY
SYSTEMS

ASSA ABLOY

FREE WEBINAR

Tuesday, August 27, 2025 | 1 PM EST

PRESENTED BY **MSM**

PTI Security Systems invites you to an exclusive webinar where we'll unveil the all-new AP1+, just ahead of the Fall SSA Conference and Tradeshow.

Presented by MSM, this free event will introduce the AP1+, a next-generation, Bluetooth-enabled keypad that's setting a new benchmark in self-storage security. Building on the trusted features of the original AP1, the AP1+ integrates smart technology with advanced video and intercom capabilities - enhancing facility security, streamlining automation, and elevating the rental experience for both operators and tenants.

Don't miss this opportunity to be among the first to see how the AP1+ has taken smart to the next level.

REGISTER NOW

Webinars

Promote your next event with MSM. We use the Zoom Work platform integrated with Hubspot to capture video and contact information.

WHAT'S INCLUDED:

Pre- and post-marketing emails to our database

- Social media webinar promo posts
- MSM Weekly & Weekend Newsletter ad promoting the webinar
- Banner ad in rotation on MSM homepage and run-of-site on footer

Installation Requirements

- **CloudController** and **StorLogix Cloud** software installed at the site
- Power is already run to where the keypad is to be positioned
- An existing SIP account is required for the two-way intercom to direct conversations to a specific number
- Video must be connected to an existing CCTV system through an ethernet connection



**Call Lauri Longstrom-Henderson
for pricing at (602) 678-3526.**



PHYSICAL REPRINTS

Did you write an article for one of our publications? Have you read editorial content that you'd like to utilize for your own marketing or educational purposes? You can purchase high-quality reprints for distribution. Reprints can be customized to include the issue cover and company ads if desired.

4-Page - Folded in half	6- Page - Tri-folded	8- Page - Saddle stitched	12- Page - Saddle stitched
100\$217	500\$825	100\$240	100\$360
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500\$600		500\$900	500\$1350
1000\$922		1000\$1560	1000\$2377

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For a digital reproduction of a story in the issue, our Digital Reprint package includes:

- An email link to a non-listed page on our website that has a preview of the PDF (as it looks in the magazine) and is readable on the page and sharable to lists or sites of your choosing.
- A link to the story in the digital magazine on Vertiquil.
- Three (3) downloadable PDFs:
 - 1) A medium-res PDF with the issue cover modified to include a burst with a callout to the story by page number. The article pages will be single file, graying out the ads.
 - 2) A web-res PDF that can be emailed. The article has the layout in spread format with the ads grayed out.
 - 3) A high-resolution PDF with bleeds in single page format that can be professionally reproduced. The article pages will be single file, graying out the ads.

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

- Custom book printing
- Custom Periodicals
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- Company catalogs
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- Custom Marketing Materials

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Meet The Team

Who is MSM?



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CEO



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Publisher



Lauri Longstrom-Henderson
Director Of Sales & Marketing



Erica Shatzer
Editor



Carlos "Los" Padilla
Circulation & Online Sales
Coordinator



Brad Hadfield
Lead Writer /
Website Manager