



## in Self struction

ically 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  
or example, Neverwaste makes panels from  
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.  
y 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,  
professionals  
can create  
projects that  
benefit both  
people and the  
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%		Non-Member Casual Rate (rate per issue)	
	Net	Incl. VAT	Net	Incl. VAT	Net	Incl. VAT
<b>Full Page</b>	£900.00	£1080.00	£3,240.00	£3,888.00	£1,140.00	£1,368.00
<b>Half Page</b>	£590.00	£708.00	£2,124.00	£2,548.80	£740.00	£888.00
<b>Third Page</b>	£450.00	£540.00	£1,620.00	£1,944.00	£560.00	£672.00
<b>Back Page</b>	N/A	N/A	£5,420.00	£6,504.00	N/A	N/A
<b>Guaranteed Position Full Page*</b>	£1,100.00	£1,320.00	£3,960.00	£4,752.00	N/A	N/A
<b>Inside Front or Inside Back Cover (see notes below)</b>	<b>Additional to full page annual cost - £400 + VAT = £480 per issue</b>					
<b>Insert (maximum one A4 sheet)</b>	£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.

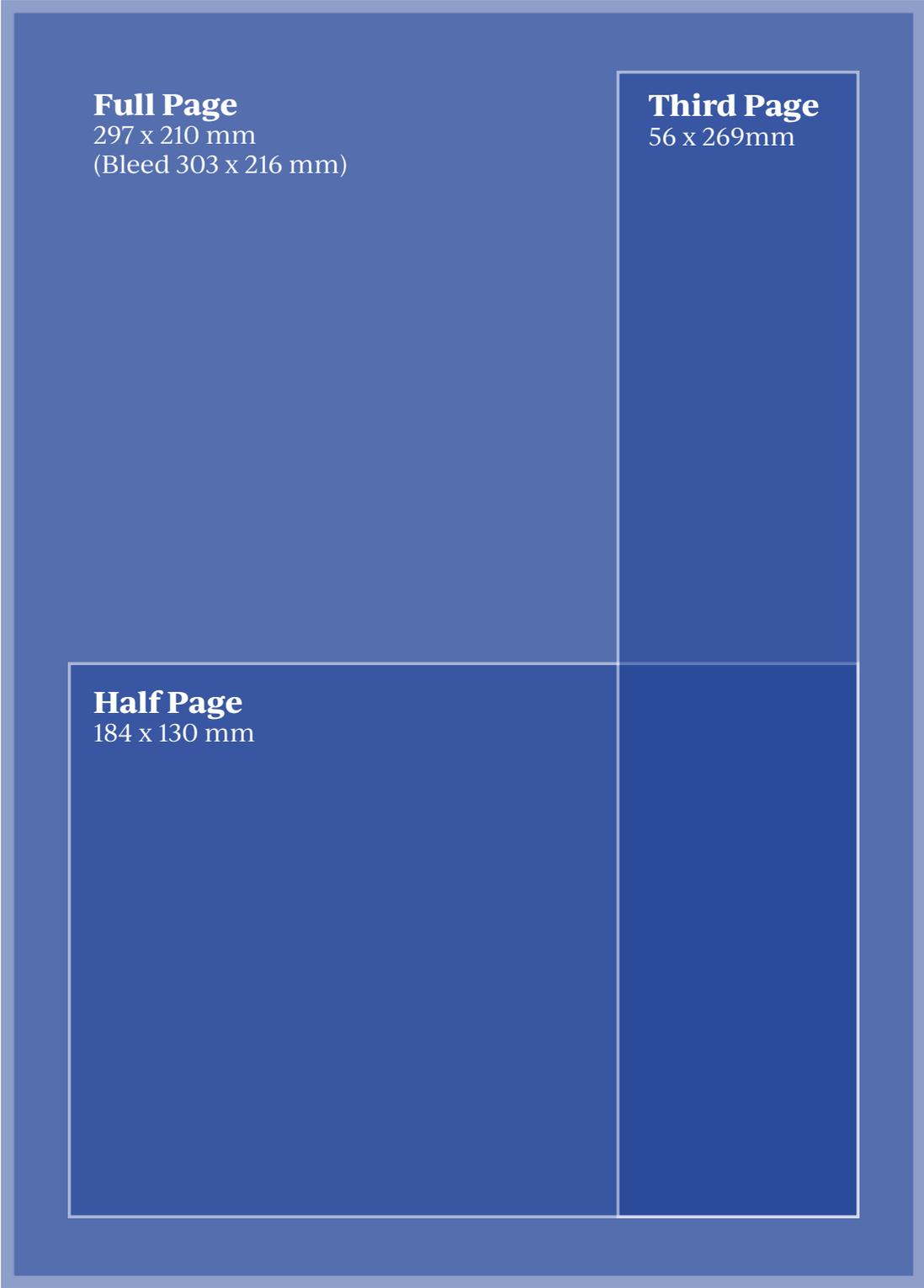
## Submission Deadlines

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

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

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**FEDESSA**  
 Federation of European  
 Self Storage Associations



**ssa**  
 self storage  
 association  
 United Kingdom

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