

2011 Magazine Editorial Calendar

| | JANUARY | FEBRUARY | MARCH | APRIL | MAY |
|---------------------------|-----------------------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|-------------------------|
| Press Releases | Oct. 22 | Nov. 18 | Dec. 23 | Jan. 25 | Feb. 23 |
| Ad Reservations | Nov. 5 | Dec. 6 | Jan. 10 | Feb. 8 | March 9 |
| Ad Materials | Nov. 10 | Dec. 9 | Jan. 13 | Feb. 11 | March 11 |
| Focus | Facility Promotions and Marketing | Real Estate | Legal Issues and Insurance | Facility-Management Options Inside Self-Storage Top-Operators List | Software and Technology |
| Bonus Distribution | | | Inside Self-Storage World Expo Las Vegas Self Storage Association Spring Conference & Tradeshow Massachusetts Self Storage Association Conference & Expo | | |

| | CANADA | JUNE | JULY | AUGUST | SEPTEMBER | BOAT/RV |
|---------------------------|------------------------------------------------------------------------------------|-------------------------------|---------------------------------------------------------------|-----------------------------------|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| Press Releases | March 9 | March 23 | April 25 | May 23 | June 21 | July 1 |
| Ad Reservations | March 23 | April 6 | May 9 | June 7 | July 6 | July 25 |
| Ad Materials | March 28 | April 11 | May 12 | June 10 | July 11 | July 28 |
| Focus | Distributed each May to approximately 5,000 Canadian facility owners and managers. | Security and Crime Prevention | Facility Upgrades: Maintenance, Remodeling and Sustainability | Inside Self-Storage Buyer's Guide | Construction and Development | Distributed each September to approximately 5,000 marinas, RV-storage facilities, boat-storage facilities and boat yards. |
| Bonus Distribution | | | | | Inside Self-Storage World Expo Fall Self Storage Association Fall Conference & Tradeshow | |

| | OCTOBER | NOVEMBER | INTERNATIONAL | FACTBOOK | DECEMBER |
|---------------------------|-----------------------------------------------------------------------------------------|----------|----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| Press Releases | July 25 | Aug. 23 | Aug. 29 | N/A | Sept. 22 |
| Ad Reservations | Aug. 8 | Sept. 7 | Sept. 13 | Sept. 30 | Oct. 6 |
| Ad Materials | Aug. 11 | Sept 12 | Sept. 16 | Oct. 5 | Oct. 11 |
| Focus | Add-On Profit Centers | Finance | Distributed each October to 2,500 facility owners and managers throughout the United Kingdom, Europe, Australia and New Zealand. | The Factbook is a comprehensive collection of instructive articles covering the gamut of the self-storage experience, from finance and real estate issues to detailed management practices. | Staffing and Training |
| Bonus Distribution | Inside Self-Storage World Expo Fall Texas Self Storage Association Conference & Expo | | | | |