

OPE+

SWORN STATEMENT

CONNECTING YOUR
BUSINESS TO SUCCESSFUL
DEALERS AND RETAILERS

ABOUT OPE+ »

- OPE+ is the leading publication and news source in the industry
- Now reaching an expanded audience of nearly 60,000

OPE+ is the ONLY publication serving independent dealers who sell and service lawn and garden equipment. Founded in 1959, OPE+ is also the longest-running business-to-business publication in the outdoor power equipment industry. OPE+ provides readers with timely and valuable information and unique insights to help power their success in a highly competitive market.

BUSINESS »

Landscape Contractors	38,838
Power Dealers	7,649
Outdoor Power Retailers	12,359
Total Qualified	58,846

TITLE »

Presidents, Owners, Partners, CEO, etc.	34,719
VP, Managers, CFO & Other High-Level Positions	9,415
Manager (Service, Store Branch)	14,712
Total	58,849

FAST FACTS »

- 63% plan on carrying eco-friendly equipment or product lines.
- 84% of OPE subscribers hold upper management titles (president, CEO, owner, or partner).
- 77% keep issues for future reference.
- 74% of readers pass their issue along to 2 or more people, 12% of readers pass their issue along to 5 or more people.
- 83% of readers make or recommend purchases for their company.

*Publisher sworn statement June 2024



Audience360

7760 France Ave S, Suite 810, Bloomington, MN 55435