

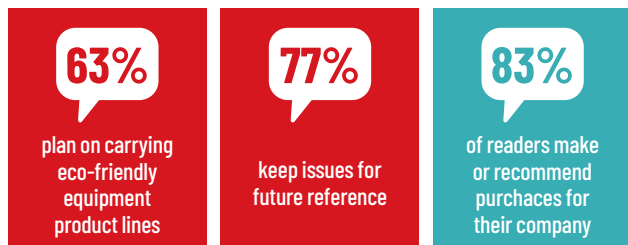
# OPE+

## AUDIENCE ENGAGEMENT

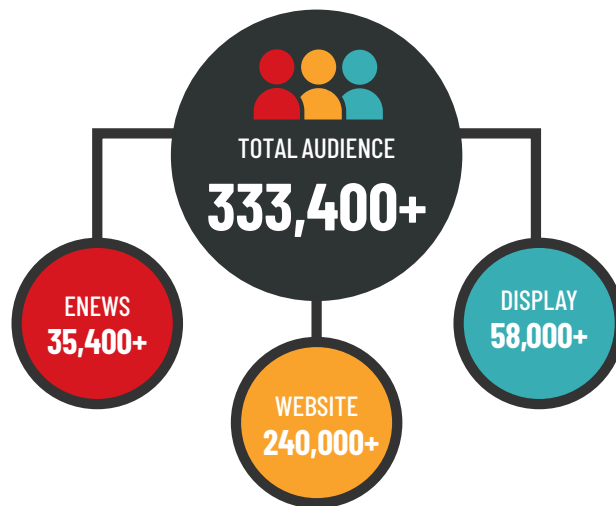
HELPING DEALERS  
SUCCEED FOR MORE  
THAN 65 YEARS!

CONNECTING YOUR BUSINESS TO  
SUCCESSFUL DEALERS AND RETAILERS.  
OPE+ IS THE LEADING PUBLICATION AND NEWS  
SOURCE IN THE INDUSTRY NOW REACHING AN  
EXPANDED AUDIENCE OF OVER 50,000

### WHAT OUR AUDIENCE SAYS »



### TOTAL AUDIENCE »



**28%**

eNewsletter open rates



**2 minutes  
24 seconds**

Average time on page



**240,000+**

Total pages viewed  
in the past 12 months



**84%**

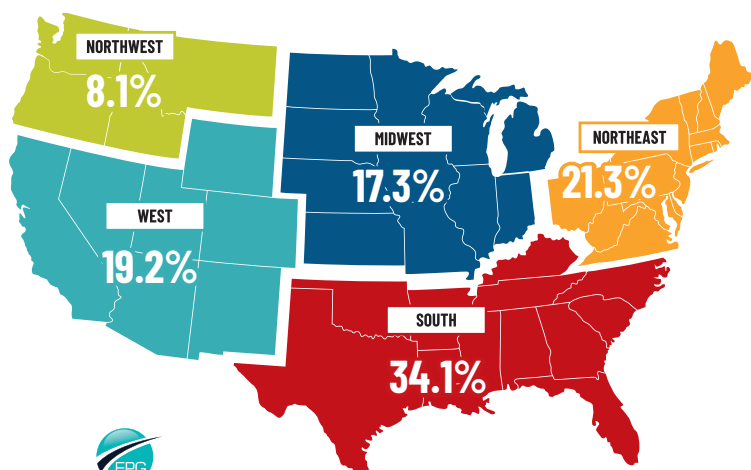
of traffic is from  
returning visitors



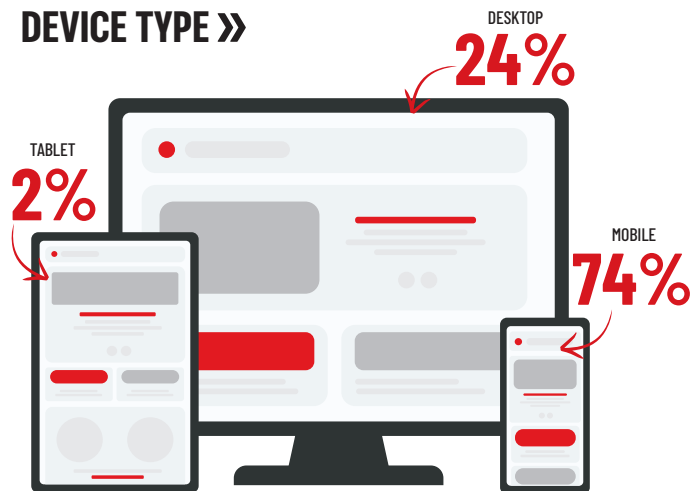
**4.2%**

pass their issues along  
to 2 or more people

### OPE+ BY REGION »



### DEVICE TYPE »



Offering daily touch-points  
for a well-rounded  
industry experience.

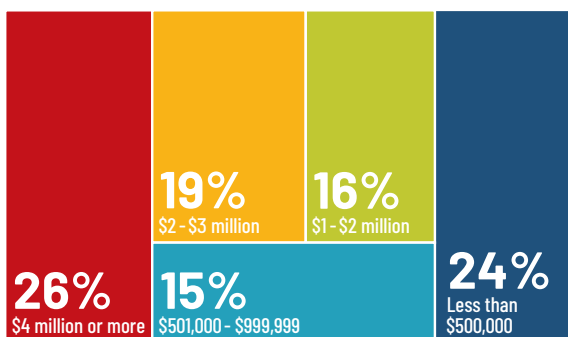
Events, Podcasts, Webinars,  
Market Data Book &  
Custom Content

# OPE+

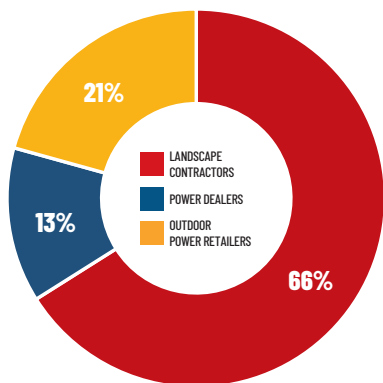
## AUDIENCE ENGAGEMENT

HELPING DEALERS SUCCEED FOR MORE THAN 65 YEARS!

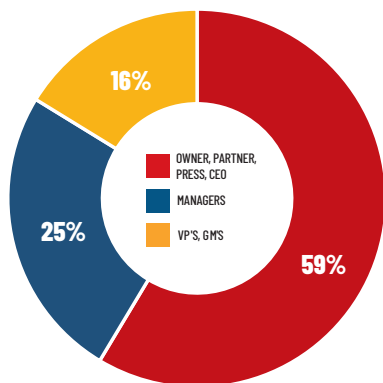
### ANNUAL SALES »



### BUSINESS »



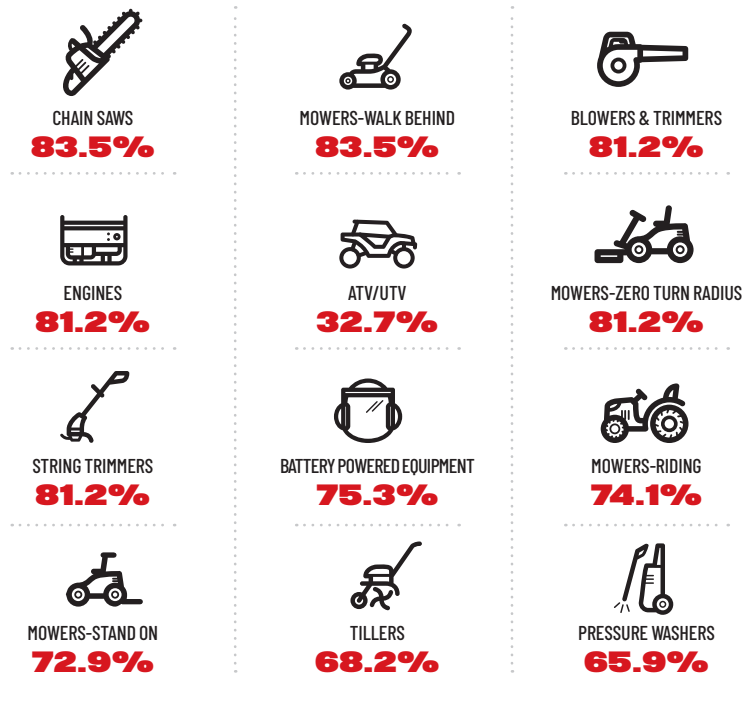
### TITLE »



» OPE+ IS YOUR 360° MARKETING SOLUTION

22% WITH MORE THAN 2 LOCATIONS

### PRODUCTS OFFERED »



### PLANNED SPENDING ON EQUIPMENT AND SUPPLIES DURING THE NEXT YEAR »

