

Technical Details

Print

OPI Magazine brings the latest news and hot topics from around the world to business products professionals. Its in-depth coverage of the industry, from financial results and channel updates to interviews with the most senior players, attracts a readership of the highest calibre.

ARTWORK

Files should be supplied as press-quality PDF (or 300dpi CMYK JPEGs) to size, including crop marks and page image bleed.

SIZES

Single page

Trim size: 277mm x 200mm
(10 7/8" x 7 7/8") portrait

Double page spread

Trim size: 277mm x 400mm
(10 7/8" x 15 3/4") landscape

Half page

Horizontal trim size: 166mm x 126mm
Vertical trim size: 81mm x 258mm

Please add
4mm (5/32")
image bleed
around all
edges

OPI Magazine 2021 Editorial Calendar

JANUARY/ FEBRUARY

Advertising Deadline: 7 January

MARCH/APRIL

Advertising Deadline: 22 February

MAY/JUNE

Advertising Deadline: 30 April

JULY/ AUGUST

Advertising Deadline: 28 June

SEPTEMBER/ OCTOBER

Advertising Deadline: 3 September
Bonus Distribution: Industry Week '21

NOVEMBER/ DECEMBER

Advertising Deadline: 29 October

Digital

opi.net and **OPI App** editions provide a gateway to real-time reporting through a unique multichannel platform. Our digital media portfolio offers global editorial coverage, media and innovative advertising solutions on mobiles, PCs and tablets. **OPI Digital** is continually evolving to maintain and enhance its effectiveness through the use of new technologies.



Website: **opi.net**

Deliver your message on the industry's leading news and analysis website and start driving audience engagement to your products and services.

opi.net averages 60,000 monthly page impressions with 26,000+ visitors, 15,000 of these being unique.

Daily eNews Service

The **OPI** newsletter provides over 11,000 readers with original analysis on breaking industry news and information. **OPI** delivers daily and weekly newsletters to a subscribed global audience of senior OP executives and industry members. Both timely and targeted in their execution, they offer a powerful way to engage with our industry. Offering a myriad of advertising opportunities, these requested newsletters enable advertisers to benefit from impression and click-through data.

Dimensions (pixels)

Skyscrapers	160 x 756
Top Leaderboard	728 x 90
Homepage Banners	600 x 120
Buttons	300 x 250

App
Banner
320x50
(pixels)

Dimensions (pixels)

Leaderboard	600 x 60
Buttons	160 x 300
Bottom Banner	400 x 80

Please send artwork to
Kelly Hilleard
Operations & Finance Manager
Email: kelly.hilleard@opi.net

