

# OPE

Organic &  
Printed Electronics  
*journal*

[www.ope-journal.com](http://www.ope-journal.com)

supported by

oe-a



**MEDIA PACK**

Print & Online

2021

OPE journal



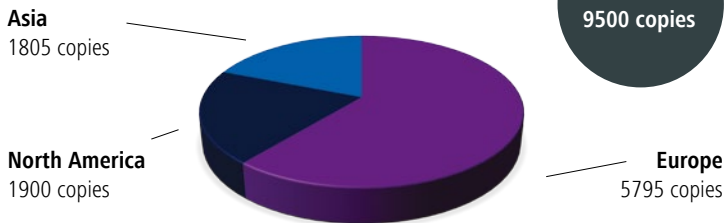
OPE journal is the globally published media hub for the organic and printed electronics industry.



# PORTRAIT

**OPE journal** is the international trade magazine for the organic and printed electronics industry. The magazine also includes official news, events and stories from the OE-A (Organic Electronics Association) and has a controlled circulation of 9500 copies. Each address is personalised, as OPE journal is sent to professionals known by name and not only to companies or departments.

## Circulation Country Breakdown OPE journal\*



OPE journal provides its readers with:

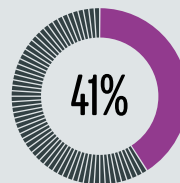
- analyses of the latest market trends
- most recent industry news
- independently researched economic and business reports
- reports on new technologies, methods and processes

In every issue we publish detailed information on selected technical focus areas. In addition short news stories are released on our website [www.ope-journal.com](http://www.ope-journal.com) on a daily basis.

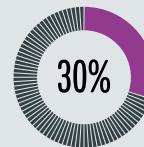
Furthermore, the online news are distributed through our daily Twitter channel [@OPEjournal](https://twitter.com/OPEjournal) and on our LinkedIn page!

\*Circulation: 9500 copies / Source: in-house census 31.07.2020

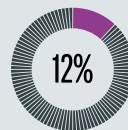
# TARGET GROUP



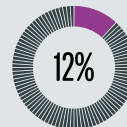
**Automotive**



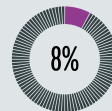
**Displays**



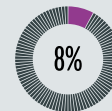
**Fitness / Wearables**



**Healthcare**



**NFC / RFID**










**Sensors**



**Photovoltaic**

Due to overlaps the numbers don't add up to 100%.

	OPE journal Issue 34	OPE journal Issue 35	OPE journal Issue 36	OPE journal Issue 37
Editorial deadline	09 February 2021	13 April 2021	24 August 2021	19 October 2021
Advertising deadline	16 February 2021	20 April 2021	31 August 2021	26 October 2021
Publication date	03 March 2021	05 May 2021	15 September 2021	10 November 2021
Specials	  		 	
Topic	Smart Living & Mobility	IoT, Sensors & Healthcare	OLEDs & Flexible Displays	OPV, Smart Cities & Sustainability
	<p>In every issue we provide you with: analyses of the latest market trends • most recent industry news                      • independently researched economic and business reports • reports on new technologies, methods and processes</p>			
Trade fairs & Events	<b>Interpack, Düsseldorf</b> 25 Feb.-03 March 2021  <b>INPRINT, Munich</b> 09-11 March 2021  <b>LOPEC, Munich</b> 23-25 March 2021	<b>IDTechEX Show, Berlin</b> (tbd)	<b>Labelexpo Europe, Brussels</b> 21-24 Sept. 2021  <b>FachPack, Nuremberg</b> 28-30 Sept. 2021	<b>IDTechEX Show, Santa Clara, USA</b> (tbd)

# ADVERTISING PRICES AND FORMATS

Formats	Advertising prices
1/1 page	€ 3990
1/2 junior page	€ 2650
1/2 page vert / horiz	€ 2350
1/3 page vert / horiz	€ 1650
1/4 page vert / horiz / 2 column	€ 1320

Total within 30 days of the invoice date.

All prices subject to current VAT rates.

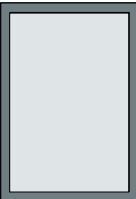
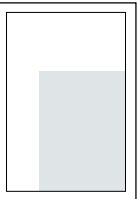
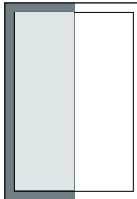

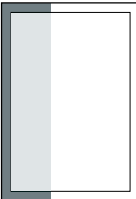
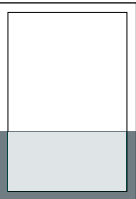
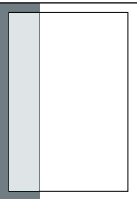
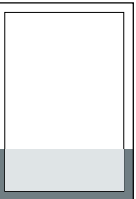

## Extra Charges

Cover 2 or 3	20%
Cover 4	30%
First right-hand page	15%
Other guaranteed positions	10%
Special format	25%

## Discounts

Frequency rate	
For at least 3 advertisements	5%
For at least 6 advertisements	10%
Recruitment advertisements	15%

## Formats (width x height in mm, \*plus 4 mm bleed margin)

								
1/1 page 185 x 255	1/2 junior page 122 x 182	1/2 page vert 90 x 255	1/2 page horiz 185 x 125	1/3 page vert 58 x 255	1/3 page horiz 185 x 82	1/4 page vert 42 x 255	1/4 page horiz 185 x 60	1/4 page 2 col 90 x 125
1/1 page with bleed 210 x 297*		1/2 page vert with bleed 104 x 297*	1/2 page horiz with bleed 210 x 140*	1/3 page vert with bleed 72 x 297*	1/3 page horiz with bleed 210 x 102*	1/4 page vert with bleed 56 x 297*	1/4 page horiz with bleed 210 x 75*	1/4 page 2 col with bleed 104 x 140*

We offer you various eye-catching ad specials. Prices and examples are available on request. For stick-ons, a master copy of the advertisement design is required. Prices, e.g. for enclosed postcards, are available on request.

# ONLINE ADVERTISING

## Banner Advertisements on ope-journal.com

Advertising format	Price per year
<b>Leaderboard</b> , 405w x 100h px	€ 2350
<b>Skyscraper</b> , 150w x 530h px	€ 2150
<b>News Banner</b> , 530w x 150h px	€ 2150
<b>Standard Banner</b> , 250w x 200h px	€ 950



## Advertisements in the OPE journal Email Newsletter

Distributed to more than 8000 experts once a month.

### Leaderboard

Size: 540w x 120h px  
Price: € 540 per month\*

### Centerboard

Size: 540w x 120h px  
Price: € 510 per month\*

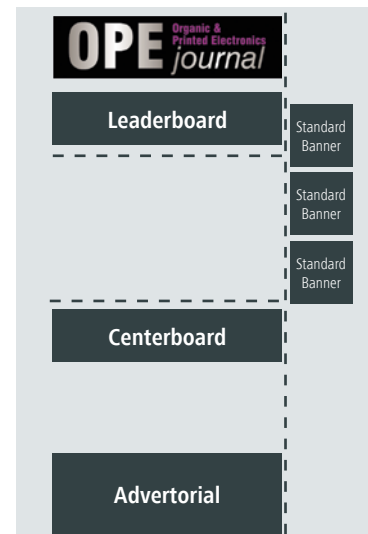
### Standard banner

Size: 160w x 160h px  
Price: € 390 per month\*

### Advertorial

The advertorial may include up to 50 words or 400 characters.  
Price: € 390 per month\*

All prices subject to current VAT rates.



## Exclusive newsletter for your company

We would be happy to produce an editorially designed exclusive newsletter for your company.

You provide the editorial content € 2900

Editorially revised newsletter € 3500

*Your contents will be marked as "Advertisement" in accordance with the legal requirements.*

# SUPPLIERS DIRECTORY

## Book your placement in the OPE journal Suppliers Directory print & online

OPE journal offers a comprehensive **suppliers directory for the organic and printed electronics industry** as part of the print magazine and the online edition.

For the price of only € 1100 your entry will be published in the next four OPE journal issues and will be online for a 12 month period from activation.

**Size:** 88w x 43h mm

„All prices subject to current VAT rates. The OPE journal suppliers directory entry is for a 12-month period, after which it will be automatically renewed for another year at the particular annual charge unless cancelled in writing 6 weeks before the end of the invoicing period.“

**Please contact Nina Pirchmoser,**  
nina.pirchmoser@dfv.de  
or call: +49 69 7595-1227,  
to book your personal entry in OPE journal!

**34 SUPPLIERS DIRECTORY**

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Mobile Digital Printing  
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Techniques and Series 3D Printing  
www.concept3d.de

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**Be part of the Suppliers Directory!**  
Get in touch with us and become a part of the media hub for organic and printed electronics.  
Please contact Nina Pirchmoser, sales@ope-journal.com or call: 0049 69 7595 1227, to book your personal entry in OPE journal.

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# PUBLISHING HOUSE AND CONTACTS

## Publishing House

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### Deutscher Fachverlag GmbH

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60326 Frankfurt, Germany  
www.dfv.de



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Frankfurt am Main)  
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## The OPE-Team

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## Advisory Board

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To assure OPE journal's close connection to the market, the editors work in cooperation with high calibre experts:

#### Thomas Kolbusch – Chairman

(Coatema Coating Machinery GmbH / Germany)

#### Prof Dr Reinhard Baumann

(TU-Chemnitz / Germany)

#### Dr Klaus Hecker

(OE-A / Germany)

#### Sorin G. Stan

(VDL Enabling Technologies Group /  
The Netherlands)

#### Prof Zheng Cui

(Suzhou Institute of Nanotech and  
Nano-Bionics / China)



Front Cover: Fraunhofer FEP