

PLAIN VALUES

Reach the Plain Community.
Grow your business.





The Amish Market

We know how difficult it is to reach the Amish. Their separation from the modern world makes common means of advertising such as TV, Internet, and radio pointless. But this also leaves them with unsaturated minds, open to actually reading advertising. That's where *Plain Values* comes in.

The Magazine

Plain Values is a magazine that resonates with the values of the plain people of America. It is a beloved source that they wait for every month and a trustworthy place where they can learn about your business.

Points of focus represented in each magazine edition:

- The Amish Marketplace
- Missions
- Amish Heritage
- God's Creation

Statistics About Our Readers:¹

99% look forward to receiving *Plain Values*

97% look at the ads within *Plain Values*

52% are business owners

90% of households enjoy hunting or fishing

61% use health supplements

5 horses per household (average)

The Zones

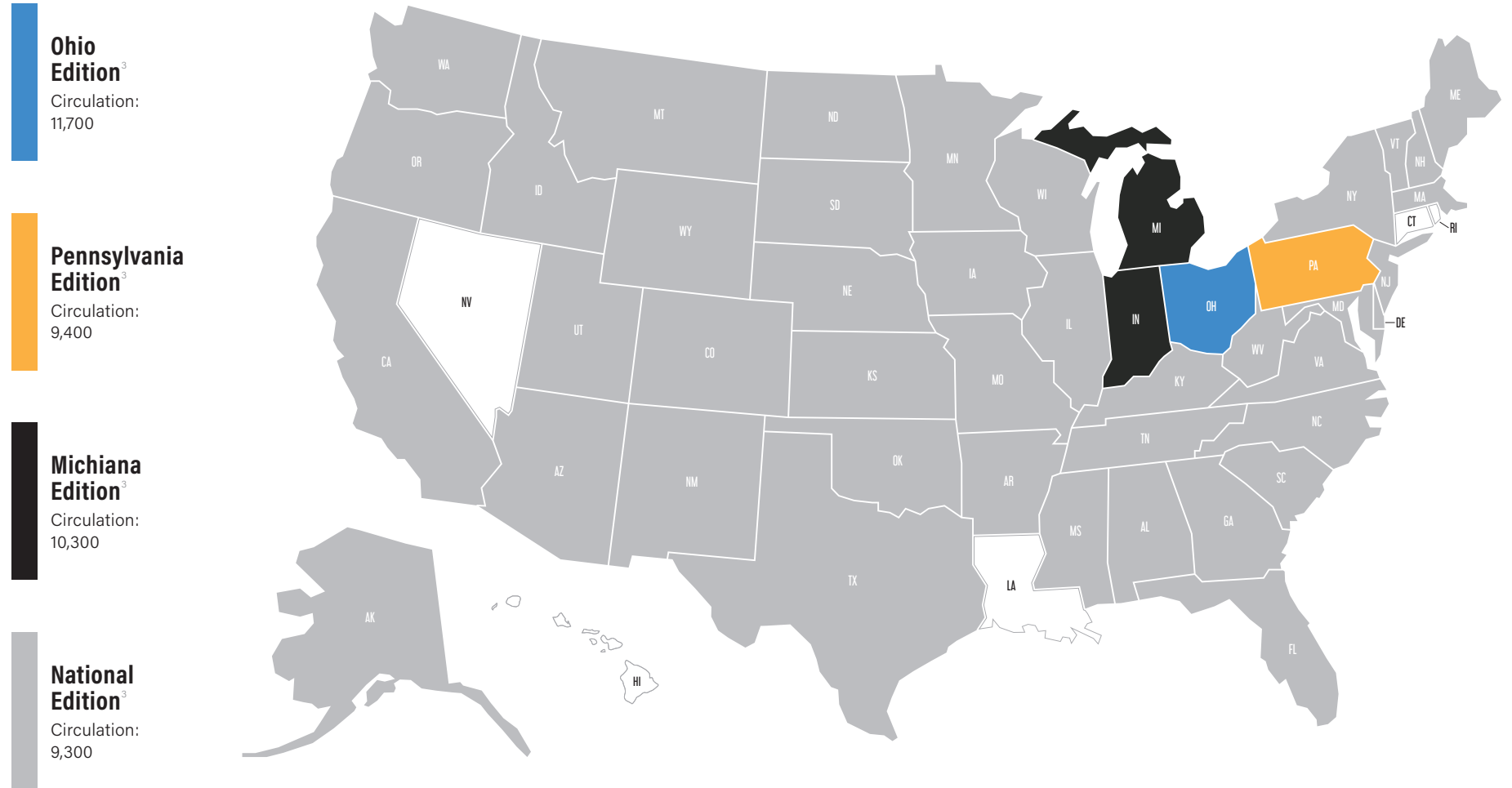
Plain Values reaches approximately 85% of Amish households across the nation. Currently, there are four separate editions published monthly in four zones—Ohio, Pennsylvania, Michiana (Michigan & Indiana), and National (all other states)—that give the advertiser an opportunity to reach the areas that matter most to their business.

Audience: 284,900² **Rate Base: 40,700**

Frequency:
Monthly

Delivered:
First of the Month

Format:
8.375"W x 10.875"H



1. Statistics are based on proprietary data. | 2. "Amish Population Profile 2018." Young Center for Anabaptist and Pietist Studies, Elizabethtown College. | 3. Circulation numbers are approximate due to natural fluctuations.

Advertisement Costs

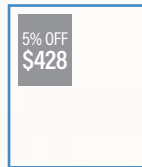
Prices shown here depict the cost of one ad placed in one zone.

Discounts are based on the number of ads placed in one year (12 issues). Discounted prices shown are rounded up to the nearest dollar.

AD SIZE ¹	1x FULL PRICE	3x 5% OFF	12x 10% OFF	24x 15% OFF	36x 20% OFF	48x 25% OFF
CENTER SPREAD - 17.125"W x 11.125"H	\$3,050	\$2,898	\$2,745	\$2,593	\$2,440	\$2,288
TWO PAGE SPREAD - 17.125"W x 11.125"H	\$2,800	\$2,660	\$2,520	\$2,380	\$2,240	\$2,100
FULL PAGE ADVERTORIAL - 8.625"W x 11.125"H	\$1,600	\$1,520	\$1,440	\$1,360	\$1,280	\$1,200
FULL PAGE - 8.625"W x 11.125"H	\$1,450	\$1,378	\$1,305	\$1,233	\$1,160	\$1,088
1/2 PAGE - 7.625"W x 5"H or 3.75"W x 10.125"H	\$840	\$798	\$756	\$714	\$672	\$630
1/4 PAGE - 3.75"W x 5"H	\$450	\$428	\$405	\$383	\$360	\$338
1/8 PAGE - 3.75"W x 2.375"H	\$340	\$323	\$306	\$289	\$272	\$255
PREMIUM ADS						
BACK COVER - 8.625"W x 11.125"H	\$1,750	\$1,663	\$1,575	\$1,488	\$1,400	\$1,313
INSIDE COVERS - 8.625"W x 11.125"H	\$1,650	\$1,568	\$1,485	\$1,403	\$1,320	\$1,238

EXAMPLE:

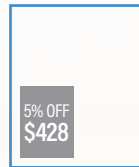
(Depicts the purchase of a single 1/4 page ad placed in three zones of one issue.)



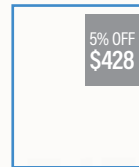
Ohio Magazine



Pennsylvania Magazine



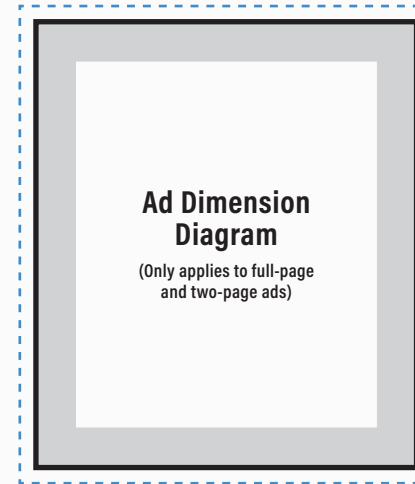
Michiana Magazine



National Magazine

TOTAL:
\$1,284
TAX NOT INCLUDED

Full-Page Ad Instructions



Trim line: nothing beyond this line will show in the magazine.

1/8" Bleed: extend design elements to this line (1/8" beyond trim line) if they are to bleed off the page.

1/2" Margin: keep important design elements out of this area. (1/2" inside trim line)

1. All ad sizes, full-page and larger, include 1/8" bleed. See diagram above.

Please note sizes carefully. A design fee may apply for print-ready files submitted in the wrong size. For guaranteed ad placement (excluding covers) a 10% additional charge will be applied. Design services are included at no additional cost. Ads created by our staff include up to three rounds of revisions at no additional cost. For quarter page ads or larger, 30 minutes of on-site photography is available at no additional cost (local advertisers only).

Alternative Advertising

Business Spotlight

The “Spotlight” in *Plain Values* features a business in the form of a story, allowing a business or organization to raise their customers’ awareness. We’ll work with you in deciding the nature of your spotlight. If you have a writer in-house, you may choose to write your own story; it will, however, need to be approved by our editor.

The Business Spotlight is editorial within *Plain Values*. It is not considered an advertisement. To keep magazine branding consistent, the layout of the Spotlight article is not subject to client review. Layout suggestions may be made prior to deadline, however, *Just Plain Values* reserves the right to final design & layout. *Just Plain Values* reserves the right to edit all editorial content post submission. Limit one Spotlight per edition, per client every 18 months.

Cost
\$4,000

Photos
Supplied by Client

Approval
Client gives final approval of story

How to get a **FREE** Spotlight

Client must sign an advertising contract that is valued at \$7,500+

Word Count

1,200 Maximum

Poly Bag Inserts

Another advantage of advertising with *Plain Values* is the ability to have your flyers, postcards, etc., inserted into a poly bag and shipped out directly with the magazine. Get in touch with nearly 40,700 Amish households, and save on postage!

Inserts that weight more than 1 ounce will cause the postage of *Plain Values* to increase. Client is responsible to cover any increased postage costs that occur as a result of their insert.



If prints are provided:

\$170 per thousand

If we print:

\$140 per thousand

2020 Deadlines

ISSUE	AD CLOSE	DELIVERED	ISSUE	AD CLOSE	DELIVERED
JANUARY	Dec 6, 2019	Jan 2, 2020	JULY	Jun 5, 2019	Jul 1, 2020
FEBRUARY	Jan 7, 2020	Feb 1, 2020	AUGUST	Jul 7, 2019	Aug 1, 2020
MARCH	Feb 5, 2020	Mar 2, 2020	SEPTEMBER	Aug 5, 2019	Sep 1, 2020
APRIL	Mar 6, 2020	Apr 1, 2020	OCTOBER	Sep 4, 2019	Oct 1, 2020
MAY	Apr 6, 2020	May 1, 2020	NOVEMBER	Oct 6, 2019	Nov 2, 2020
JUNE	May 5, 2020	Jun 1, 2020	DECEMBER	Nov 5, 2019	Dec 1, 2020



Print-Ready Ad Submission

Submitted files must be CMYK, 300ppi. We prefer PDF or TIF files. Native files accepted include Adobe Photoshop, InDesign, and Illustrator. Please include all layers, fonts, ect. when submitting native files. We do not accept ads created in Word or Publisher. E-mail ads to: ads@plaintargetmarketing.com or your account manager. For files larger than 10mb, please use Dropbox.com and email us a link. Please turn off all crop/printer marks when submitting print-ready files.

Deadline Policy

All ad information must be submitted by 5:00 pm EST on Ad Close, otherwise ad placement will be cancelled. All ads must be approved and print-ready ads submitted by 12:00 pm the day after Ad Close, otherwise ads will run without final approval.

We do not accept alcohol, tobacco, or political advertising. Acceptance of advertising is at the sole discretion of the publisher. We reserve the right to refuse any ads for any reason. We also reserve the right to edit all editorial content.

Payment Policy

All ads are billed at the Ad Close deadline. First-time advertisers are asked to pay for their first ad placement up front, in full, upon approval of their ad design or submission of a print-ready ad. All other payments are subject to our standard terms: 2% 10 days, net 30.

We've worked with:



What our advertisers are saying:

STEVEN SEIFRIED
MAIN STREET PHARMACY

“Advertising in *Plain Values* has been instrumental to our growth. In addition to helping our business, their customer service is top notch.”

CARL WEAVER
DUTCH COUNTRY ADVENTURES

“Tell your design team they did a fabulous job! The crew at *Plain Values* is absolutely outstanding!”



PLAIN VALUES

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