

# PLAIN VALUES

Stories That Impact, Inspire, and Call to Action

2021 MEDIA KIT





# The Vision

## HOW IT ALL STARTED

Marlin and Lisa Miller began their adoption journey in 2007 when their oldest child became a part of their family at the age of three. He is on the autism spectrum. They have since welcomed three additional children into their family, all of whom have Down syndrome. As their family grew, Marlin began praying for the Lord to help provide for their needs, which He did through the growth of their company. Fourteen years later, the magazine they publish reaches over 300,000 Amish/Plain people across forty-seven states.

## A MAGAZINE TO HELP THE LEAST OF THESE

Advocating for children with special needs, orphan care, and adoption are the heart of their mission-minded business. This passion has led to the birth of Room to Bloom, a non-profit organization that now publishes *Plain Values*. Subscribers who donate funds to Room to Bloom, in turn, receive a subscription to *Plain Values* for one year. Room to Bloom then disperses those funds to trusted organizations doing amazing work for orphans and children with special needs around the globe.



# | The Audience

## AT A GLANCE

Total Readership  
**324,100**

Enjoy the Advertisements  
**97%**

Family Size  
**7**

Horses per Household  
**5**

Business Owners  
**52%**

Hunters/Fishermen  
**90%**

Health Supplement Users  
**61%**

Green Thumbs  
**98%**

Bookworms  
**71%**

Statistics above are averages based on proprietary data + Amish Population Profile, 2020. \*Young Center for Anabaptist and Pietist Studies, Elizabethtown College.

## | OUR FAMILY OF READERS

If you didn't grow up around the Amish/Plain communities, their unique way of life can be difficult to understand. They devote themselves to living out a simple lifestyle that's deeply rooted in faith and culture, often without modern conveniences such as electricity or motorized vehicles. Despite their simple lifestyle, they are very active consumers and sound business owners. The most effective, and often only, way to communicate your message to this group of people is by direct mail, and that's exactly what *Plain Values* does every month.



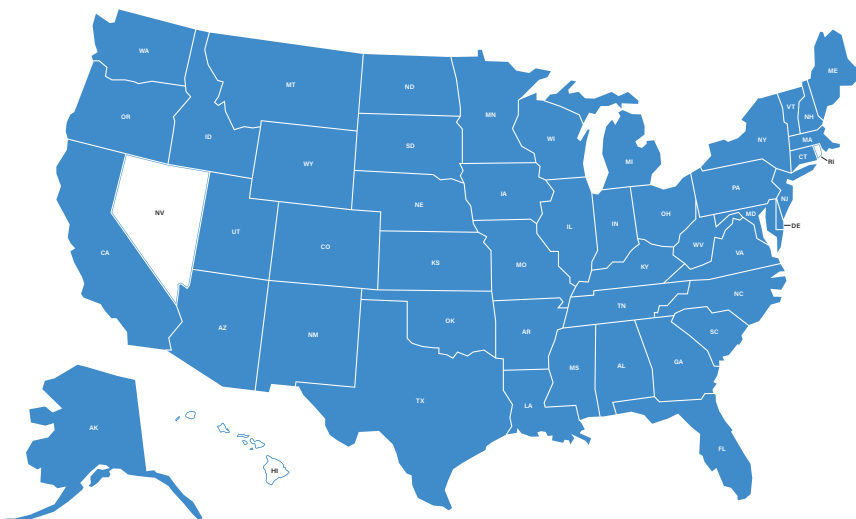
# Targeted Marketing

## TWO WAYS TO REACH OUR READERS

### PLAIN VALUES MAGAZINE

*Plain Values* reaches approximately 86% of Amish households across the nation. Advertisers who utilize this publication have the opportunity to reach an audience of over 300,000 people every month who are notoriously difficult to reach.

Audience  
**324,100** | Circulation  
**46,400**



**Frequency** // Monthly

**Format** // Perfect Bound, 8.375" x 10.875"

**Delivered** // First of the Month

### THE PLAIN PAGES

If targeting a specific region is your goal, you'll want to place your ad within the "Plain Pages" section of the magazine. *Plain Values* offers four regions of "Plain Pages" from which to choose: **Ohio**, **Michiana** (Michigan + Indiana), **Pennsylvania**, and **National** (all other states). The "Plain Pages" section is typically placed near the center of the magazine and predominantly contains advertisements.

#### OHIO

12,400 Mailboxes

#### PENNSYLVANIA

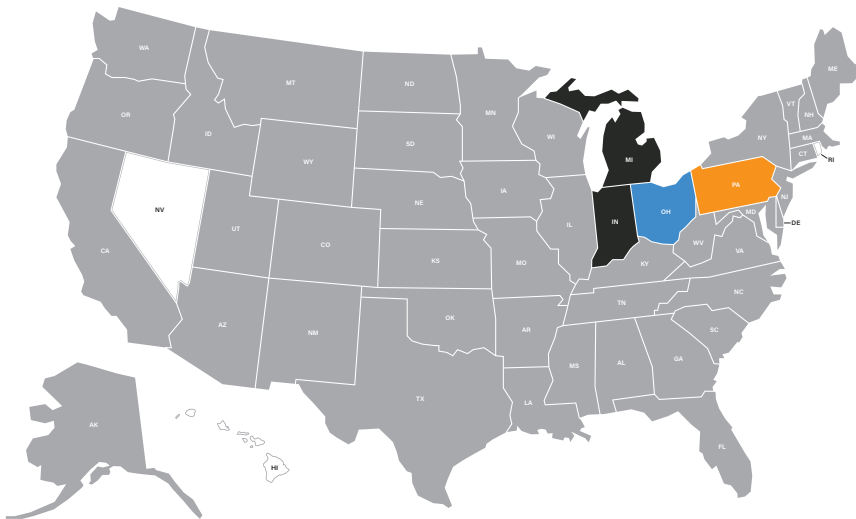
10,200 Mailboxes

#### MICHIANA

10,300 Mailboxes

#### NATIONAL

13,500 Mailboxes



# Advertising Rates

## TWO WAYS TO ADVERTISE WITH PLAIN VALUES

### MAGAZINE AD PLACEMENT

- ✓ Seen by all 319,200 readers nationwide
- ✓ Premium placement among editorial content
- ✓ Printed on higher-quality paper stock
- ✓ Contract options for additional savings

#### CONTRACT OPTIONS

Six (6) Ad Placements Within 12 Months:  
**5% OFF**

Twelve (12) Ad Placements Within 12 Months:  
**10% OFF**

### HAVE A STORY THAT NEEDS TOLD?

Upgrade your advertisement to an advertorial for an additional \$500 to convey your message in the form of a story. Advertorial upgrades not available for half & quarter page ads. If placed in the "Plain Pages," advertorial must be two pages or more.

### THE PLAIN PAGES REGIONAL AD PLACEMENT

- ✓ Reach specific groups of readers
- ✓ Save even more on advertising rates
- ✓ Placed among other regional advertisements
- ✗ Contract options for additional savings

#### AD PLACEMENT EXAMPLE

One quarter page ad placed in the Ohio, Michiana, and National "Plain Pages":

**\$250 x 3 Placements = \$750 Total**

#### MAGAZINE AD PLACEMENTS

#### RATE

##### TWO PAGE

17.125" wide x 11.125" high

**\$8,000**

##### FULL PAGE

8.625" wide x 11.125" high

**\$4,500**

##### HALF PAGE

7.625" wide x 5" high or 3.75" wide x 10.125" high

**\$2,500**

##### QUARTER PAGE

3.75" wide x 5" high

**\$1,500**

##### BACK COVER

8.625" wide x 11.125" high

**\$5,500**

##### INSIDE COVERS

8.625" wide x 11.125" high

**\$5,000**

**BLEED & MARGINS (full pages only)** // Ad sizes already account for 1/8" bleed on all sides. Keep all important design elements at least 1/2" away from the edge of your design.

#### Four "Plain Pages" Regions to Choose From:

OHIO // PENNSYLVANIA // MICHIANA // NATIONAL

#### PLAIN PAGES AD PLACEMENTS

#### RATE

##### FOUR PAGE

17.125" wide x 11.125" high (x2)

**\$2,500**

##### TWO PAGE

17.125" wide x 11.125" high

**\$1,500**

##### FULL PAGE

8.625" wide x 11.125" high

**\$800**

##### HALF PAGE

7.625" wide x 5" high or 3.75" wide x 10.125" high

**\$450**

##### QUARTER PAGE

3.75" wide x 5" high

**\$250**

Prices above reflect a per region rate, up to four (4) "Plain Pages" regions available per month.

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 (Holmes County, Ohio, advertisers only).

## PLAIN VALUES



# Dates and Deadlines

## 2021 PUBLISHING SCHEDULE

ISSUE	AD CLOSE	INSERTS DUE	DELIVERED
JANUARY	12 / 4 / 20	12 / 14 / 20	1 / 1 / 20
FEBRUARY	1 / 6 / 21	1 / 14 / 21	2 / 1 / 21
MARCH	2 / 5 / 21	2 / 16 / 21	3 / 1 / 21
APRIL	3 / 8 / 21	3 / 16 / 21	4 / 1 / 21
MAY	4 / 6 / 21	4 / 15 / 21	5 / 3 / 21
JUNE	5 / 5 / 21	5 / 14 / 21	6 / 1 / 21
JULY	6 / 7 / 21	6 / 16 / 21	7 / 1 / 21
AUGUST	7 / 6 / 21	7 / 15 / 21	8 / 2 / 21
SEPTEMBER	8 / 6 / 21	8 / 17 / 21	9 / 1 / 21
OCTOBER	9 / 7 / 21	9 / 16 / 21	10 / 1 / 21
NOVEMBER	10 / 5 / 21	10 / 14 / 21	11 / 1 / 21
DECEMBER	11 / 8 / 21	11 / 15 / 21	12 / 1 / 21

### DEADLINE POLICY

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

### PAYMENT POLICY

All ads are billed at the Ad Close deadline. First-time advertisers are asked to pay for their first ad placement upfront, 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.

### PRINT-READY AD SUBMISSIONS

Submitted files must be CMYK, 300ppi. We prefer PDF or TIF files. Native files accepted include Adobe Photoshop, In-Design, and Illustrator. Please include all layers, fonts, etc. when submitting native files. We do not accept ads created in Word or Publisher. Email ads to: [reachout@plainvalues.com](mailto:reachout@plainvalues.com) or your account manager. For files larger than 10mb, please use [Dropbox.com](https://www.dropbox.com) and email us a link. Please turn off all crop/printer marks when submitting print-ready files.

### THE FINE PRINT

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 reserve the right to edit all editorial content.

# Alternative Advertising

## BUSINESS SPOTLIGHT

The "Spotlight" article in *Plain Values* features a business in the form of a story, allowing a business or organization to raise its customers' awareness. *Plain Values* will schedule you with one of our professional writers to craft your story. If you have a writer in-house, you may choose to write your own story, which will need to be approved by our editor.

Clients who sign an advertising contract valued at \$15,000 or more receive a Spotlight for **FREE**

### WORD COUNT

1,200 Maximum

### PHOTOS

Minimum of Two (2) Supplied by Client

### DESIGN & LAYOUT

*Plain Values* Staff, see below

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, *Plain Values* reserves the right to final design & layout, as well as all editorial content post submission. Limit one Spotlight per client every 18 months.



## YOUR INSERT



## 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 45,600 Amish/Plain households, all while saving on postage costs!

### COST PER THOUSAND

#### INSERTS PRINTED

**\$140** /M

#### INSERTS PROVIDED

**\$170** /M

Inserts that weigh 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.

"At least 75% of my business comes from *Plain Values*. Since advertising in *Plain Values* my business has increased five times!"

LEON MILLER  
*Nexalin Technology*

"*Plain Values* has been an excellent forum for us to connect with our community. We not only receive great value, but more importantly, we are working with a company that we can trust."

ANDY SCHIFFER  
*Neo Van Rentals*



# PLAIN VALUES

For more information, please contact your sales representative or reach out to our office at:

PO Box 201 // 2106 Main Street, Winesburg, Ohio 44690  
p: (330) 601-6106 // f: (330) 601-4099 // [www.plainvalues.com](http://www.plainvalues.com)