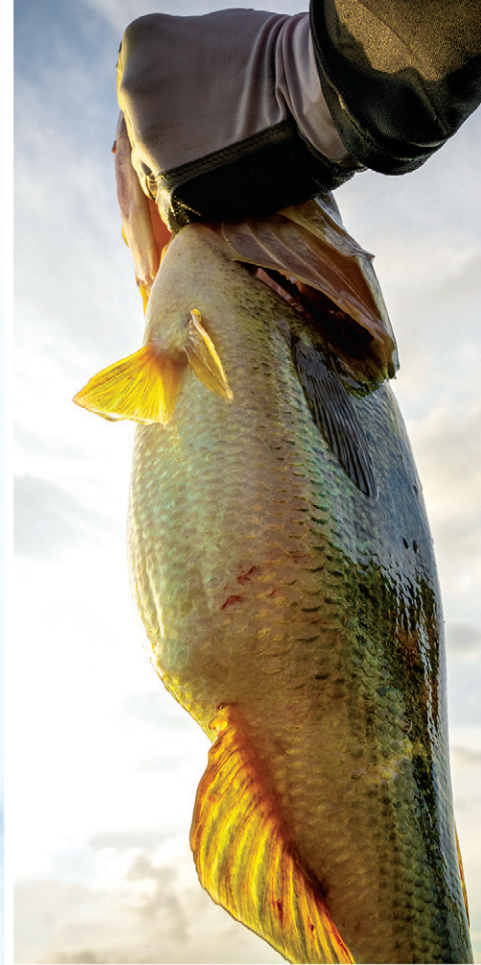


# PLAIN VALUES

Stories that Impact, Inspire, and Call to Action



2022 MEDIA KIT





# the vision

## Our Story

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 Greater Purpose

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 publishes *Plain Values* magazine. A portion of every subscription benefits Room to Bloom. Room to Bloom then disperses those funds to trusted organizations doing amazing work for orphans and children with special needs around the globe.

Room to Bloom

**funds raised last year:**  
**\$300,000**



# the audience

## 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.

47,100 **Ratebase**  
330,000 **Readership**  
7 **Family Size**

5 **Horses Owned**  
52% **Business Owners**  
90% **Hunt + Fish**

98% **Gardeners**  
71% **Bookworms**  
61% **Use Supplements**



Statistics above are averages based on proprietary data + Amish Population Profile, 2021. \*Young Center for Anabaptist and Pietist Studies, Elizabethtown College.

[www.plainvalues.com](http://www.plainvalues.com)

# PLAIN VALUES



# the editorial

## simple living

### CONFESSIONS OF A STEWARD

column by: Joel Salatin

Joel, granddaddy catalyst for the homesteading movement, passionately defends small farms, local food systems, and the right to opt out of the conventional food paradigm.

### HOMESTEAD + ROOTS

column by: Merissa A. Alink

Merissa, founder of *Little House Living*, is passionate about frugal and simple living, sharing from years of experience.

## support

### THE WIDOW'S PATH

column by: Ferree Hardy

Author, speaker, and friend: Ferree offers support for those in seasons of grief, pulling from her own experiences as a widow.

## history

### OUR HERITAGE

column by: Marcus A. Yoder

As executive director of the Amish & Mennonite Heritage Center, Marcus uncovers forgotten stories from our forefathers.

## nature

### ALL THINGS OUTDOORS

column by: Jim Zumbo

Jim is an avid outdoorsman, having worked for fifteen years as a forester, game warden, and wildlife biologist.



# advertising

47,100 **Ratebase**  
330,000 **Audience**  
47 **States**  
Monthly **Frequency**  
Perfect Bound **Format**

## Our Nationwide Readership

*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 readers every month whose hearts are drawn to a simple way of life.



Reach entire audience



Premium placement among editorial

## rates

**\$1,500**

### QUARTER PAGE

3.75" wide x 5" high

**\$2,500**

### HALF PAGE

7.625" wide x 5" high

3.75" wide x 10.125" high

**\$4,500**

### FULL PAGE

8.625" wide x 11.125" high

**\$8,000**

### TWO PAGE SPREAD

17.125" wide x 11.125" high

## Advertorial Upgrade

For an additional \$500, convey your message in the form of a story. Contact your sales advisor for additional details.

## Margins & Bleed

For full page ads only, ad sizes listed include 1/8" bleed on all sides. Keep all important design elements at least 1/2" from the edge.

## contract options

**5% OFF**

When you place 6  
ads within 12 months

**10% OFF**

When you place 12  
ads within 12 months





# regional advertising

## regional circulation

12,500	<b>Ohio</b>
10,400	<b>Michiana</b>
10,300	<b>Pennsylvania</b>
13,900	<b>National</b>

## Our Regional Advertising Options

*Plain Values* offers advertisers the opportunity to narrow the reach of their advertisement to four specified areas: Ohio, Michiana + Indiana, Pennsylvania, and National (all other states). Regional ads are grouped together within a section called "The Plain Pages."

- ✓ Reach specific regions
- ✓ Save on advertising rates
- ✗ Contract options

## rates per region

**\$250**

### QUARTER PAGE

3.75" wide x 5" high

**\$450**

### HALF PAGE

7.625" wide x 5" high

3.75" wide x 10.125" high

**\$800**

### FULL PAGE

8.625" wide x 11.125" high

**\$1,500**

### TWO PAGE SPREAD

17.125" wide x 11.125" high

**\$2,500**

### FOUR PAGE SPREAD

17.125" wide x 11.125" high (x2)

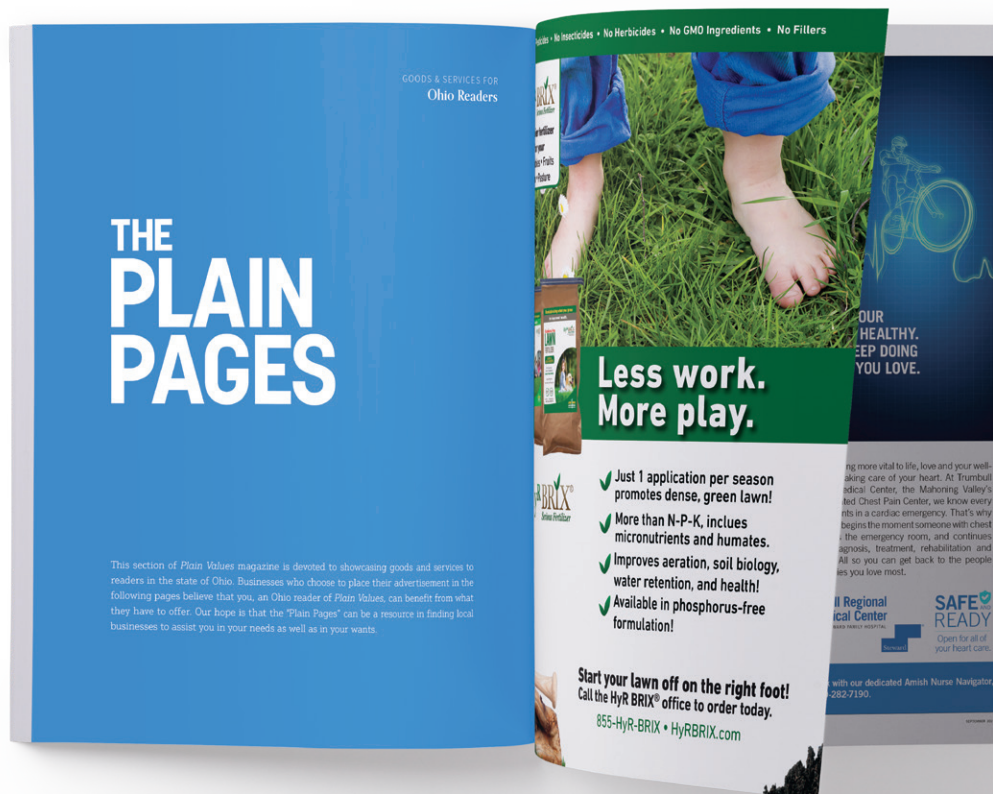
## Margins & Bleed

For full page ads only, ad sizes listed include 1/8" bleed on all sides. Keep all important design elements at least 1/2" from the edge.

## ad placement example

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

One quarter page advertisement placed in the Ohio, Michiana, and National "Plain Pages" within the July 2022 issue.



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

[www.plainvalues.com](http://www.plainvalues.com)

**PLAIN VALUES**

# the deadlines

AD CLOSE	ISSUE
12 / 6 / 21	January
1 / 6 / 22	February
2 / 4 / 22	March
3 / 7 / 22	April
4 / 6 / 22	May
5 / 6 / 22	June
6 / 6 / 22	July
7 / 6 / 22	August
8 / 8 / 22	September
9 / 6 / 22	October
10 / 5 / 22	November
11 / 4 / 22	December



## 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 5:00 pm the day after Ad Close; otherwise, ads will run without final approval.

## Print-Ready Ad Submissions

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, 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 and email us a link. Please turn off all crop/printer marks when submitting print-ready files.

## 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.

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.



# PLAIN VALUES

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

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Winesburg, Ohio 44690

(330) 601-6106

[www.plainvalues.com](http://www.plainvalues.com)

SO MANY NEEDS. PICK ONE. ACT.

