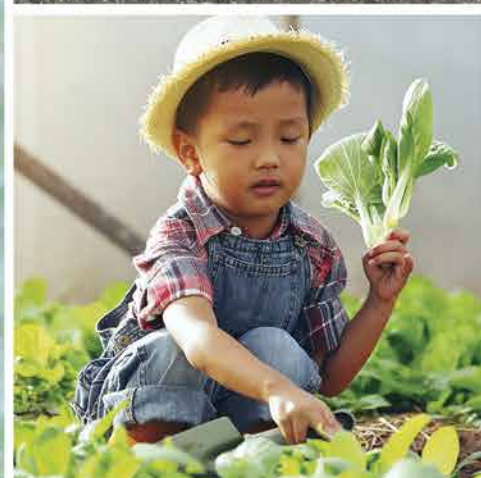


PLAIN VALUES

Cultivating Anchored Community



2022 MEDIA KIT



our story

Who We Are

From 2007 to 2012 we, the Millers, adopted our first three children, a preschooler on the autism spectrum and two babies with Down syndrome. We published our first issue of Plain Values in 2012 to highlight Biblical ministries, share the beauty of adoption, and to cultivate anchored community. In 2018 we welcomed our fourth child in a surprise adoption, this time a baby with Mosaic Down syndrome.



What We Believe

Our values are plain values, steeped in the rich traditions of yesterday. We enjoy the simple things in life; gathering eggs from the coop, getting our hands in the dirt to grow food, and cooking meals from scratch. Sometimes we sit around a fire and share life.

We strive to walk humbly to strengthen authentic relationships with our families and neighbors. And, yes, we have taken a fresh pie to a front porch and surprised a friend...we didn't even text them before! We just stopped by, walked up the steps, and knocked on the door! Just the way our grandparents used to do on a Sunday evening. They called it living in community.

We seek to serve our neighbors. Plain Values began with a prayer hoping to play a small role in connecting a child with Down syndrome to his or her forever family. We have checked that box nearly a dozen times in the last ten years and we will not stop until the orphanages are empty! We will rest in Heaven!



the audience

Our Family of Plain 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. The magazine reaches approximately 86% of Amish households across North America and is enjoyed by non-Amish readers as well! As our family of readers expands, our Amish readers will always be near to our hearts.

47,900	Ratebase	≈ 5	Horses Owned	98%	Gardeners
330,000	Readership	52%	Business Owners	71%	Bookworms
≈ 7	Family Size	90%	Hunt + Fish	61%	Use Supplements



Averages and percentages based on proprietary data (includes Amish + non-Amish readers) coupled with the Amish Population Profile, 2021. *Young Center for Anabaptist and Pietist Studies, Elizabethtown College.

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.

community

ROOTS + WINGS

column by: Rory Feek

Nurturing close-knit community and serving family by growing your roots deep and spreading your wings wide.

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: Select Contributors

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

47,900 **Ratebase**
330,000 **Audience**
50 **States**
Monthly **Frequency**
Perfect Bound **Format**

Our Nationwide Readership

Plain Values reaches approximately 86% of Amish households across the nation and is growing into non-Amish markets. 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.

✓ Premium placement among editorial

✓ Reach our digital subscribers

Averages and percentages based on proprietary data (includes Amish + non-Amish readers) coupled with the Amish Population Profile, 2021. *Young Center for Anabaptist and Pietist Studies, Elizabethtown College.

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.

premium rates

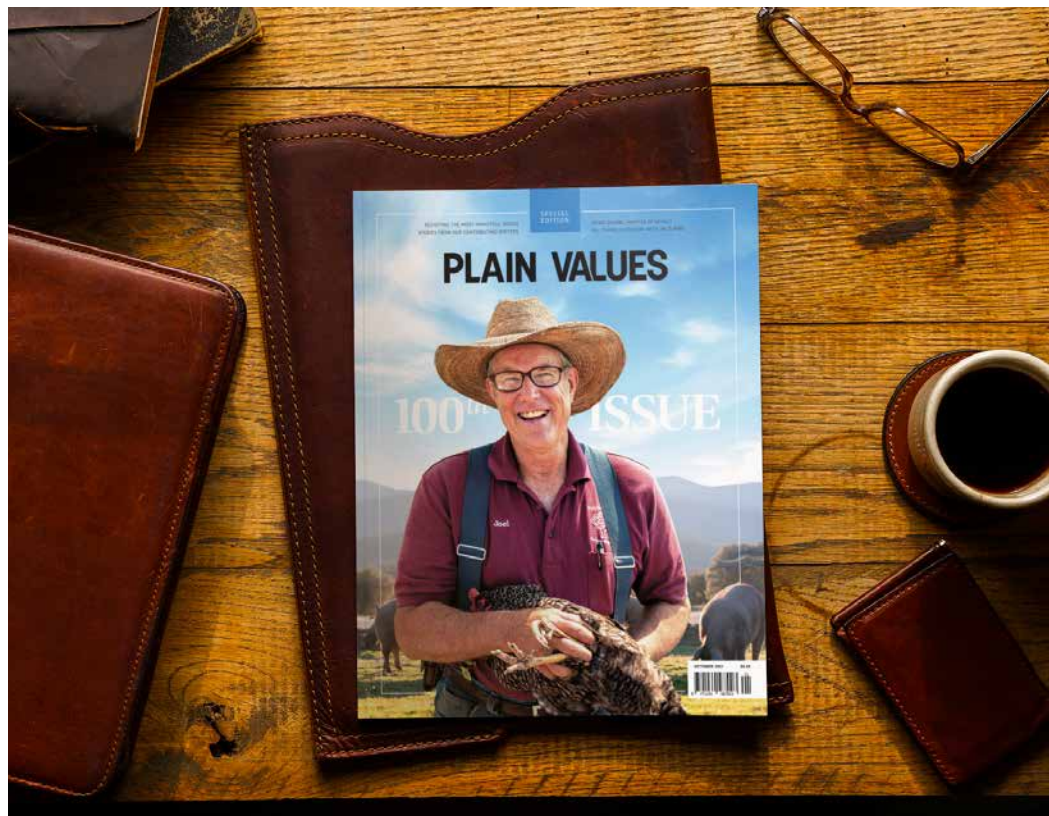
\$5,500
BACK COVER
See full page size

\$5,000
**INSIDE COVER
FRONT OR BACK**
See full page size

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	Ohio
10,400	Michiana
10,300	Pennsylvania
14,700	National

Above numbers are approximations based on proprietary data (includes Amish + non-Amish readers).

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
- ✗ Reach our digital subscribers

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)

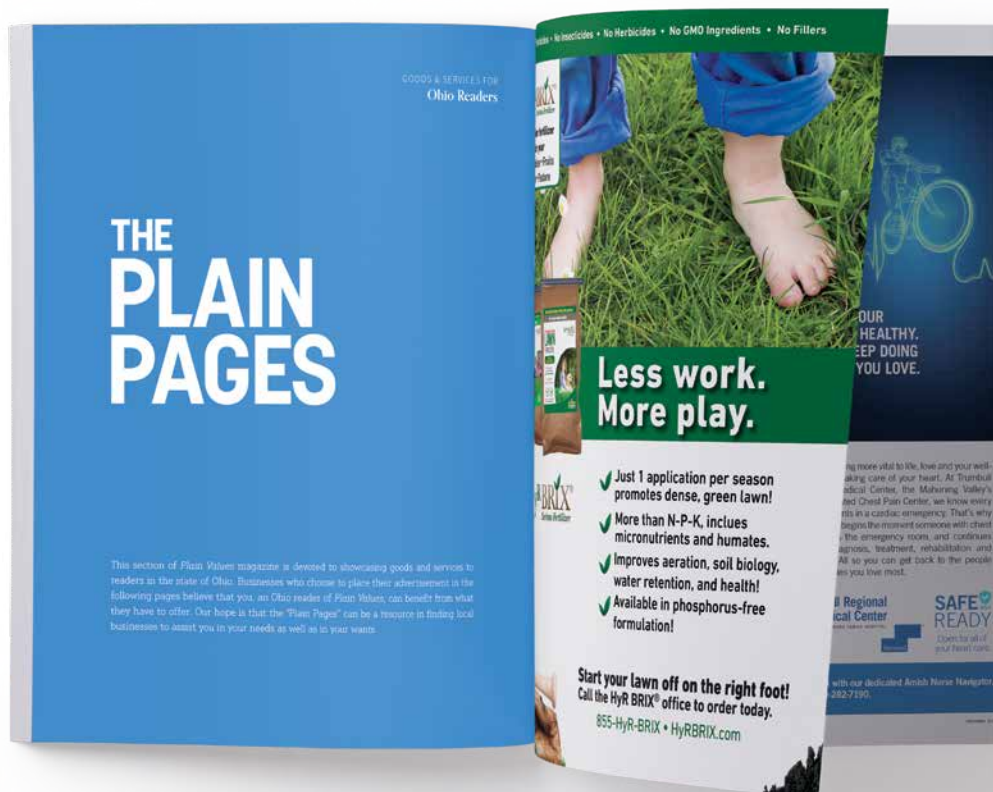
Margins & Bleed

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.



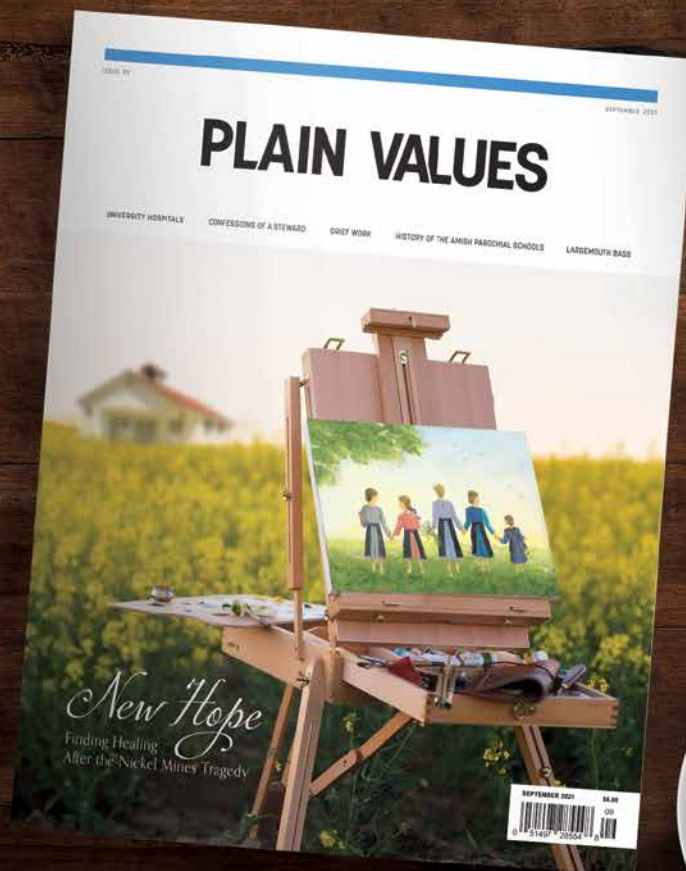
Prices above reflect a per region rate, up to four "Plain Pages" regions available per month.

www.plainvalues.com

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 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:

PO Box 201 • 2106 Main Street
Winesburg, Ohio 44690

(330) 601-6106 • reachout@plainvalues.com

www.plainvalues.com

