

# PLAIN VALUES

2022 MEDIA KIT



Effective May 7, 2022

# who we are

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## The Miller Family

From 2007 to 2012 Marlin and Lisa Miller, adopted their first three children, a preschooler on the autism spectrum and two babies with Down syndrome. They published the first issue of *Plain Values* in 2012 to highlight biblical ministries, share the beauty of adoption, and to cultivate anchored community. In 2018 they welcomed their fourth child in a surprise adoption, this time a baby with Mosaic Down syndrome.

## The Magazine

Do you wish the world wasn't so "upside down?" We can't promise to turn it right-side-up, but we can offer content that will resonate with your lifestyle of authenticity, faith, and community.

*Plain Values* is a monthly print magazine, meant to lay on your coffee table, crafted with thoughtful consideration for real people such as yourself.

## 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

## READER STATISTICS

**48,000**

coffee tables occupied each month

**5 Children**

per household, on average

**52%**

own a business

**98%**

grow their own food + flowers

**90%**

regularly hunt + fish

**71%**

are bookworms

**61%**

regularly use health supplements

**5 Horses**

per household, on average

Averages and percentages based on proprietary data.

## Our Community of Readers

The *Plain Values* community is, at it's core, a group of people who deeply value living life the old-fashioned way. They enjoy life's simple pleasures, grow their own food, cook meals from scratch, and serve their neighbors. Some call themselves "Homesteaders", others call themselves Amish. Together they create a community of readers with plain values, steeped in the rich traditions of yesterday.

Our Amish readers have a particularly unique way of life. 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 over 42,000 Amish households across North America! As our family of readers continues to expand, our Amish readers will always be near to our hearts.

# the content



## simple living

### CONFESSIONS OF A STEWARD

by: Joel Salatin

Joel, granddaddy catalyst for the homesteading movement, offers practical tips and tricks to successful land management, no matter how small your plot of land is.

### HOMESTEAD + ROOTS

by: guest columnists

This column focuses on the practical ins-and-outs of a variety of homesteading topics, from gardening to dairy farming to butchering.

## community

### ROOTS + WINGS

by: Rory Feek

Rory is a world-class storyteller, songwriter, filmmaker, *New York Times* best-selling author, and country-boy at heart. Each month he shares his thoughts on how to nurture close-knit community and serve your neighbor by growing your roots deep and spreading your wings wide.

### THE WIDOW'S PATH

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

by: Elam Stoltzfus

As an award-winning documentary film director and avid historian, Elam dives deep into the lives of our ancestors and the nuggets of wisdom their stories share.

## outdoors

### ALL THINGS OUTDOORS

by: Jim Zumbo

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

# nationwide advertising

## NATIONWIDE AD RATES

<b>1/4 Page</b> 3.75" wide x 5" high	<b>\$1,700</b>
<b>1/2 Page</b> 7.625" wide x 5" high <i>or</i> 3.75" wide x 10.125" high	<b>\$2,900</b>
<b>Full Page</b> 8.625" wide x 11.125" high	<b>\$5,000</b>
<b>Two Page Spread</b> 17.125" wide x 11.125" high	<b>\$9,000</b>
<b>Back Cover</b> 8.625" wide x 11.125" high	<b>\$6,000</b>
<b>Inside Covers</b> 8.625" wide x 11.125" high	<b>\$5,500</b>

### Contract Options

**5% OFF** when you place 6 ads within 12 months

**10% OFF** when you place 12 ads within 12 months

### 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.

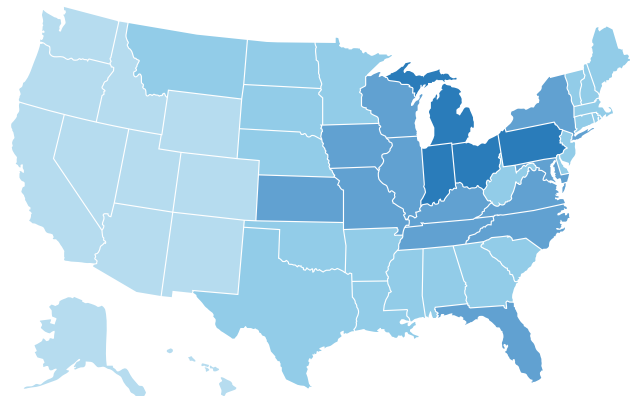


### Plain Values Magazine

*Plain Values* magazine is read by our paid subscribers. However, when you place an ad in *Plain Values* it also gets placed in every issue of *The Plain Pages*, our sister-publication that gets mailed specifically to Amish readers free-of-charge. By doing this, you reach our entire community of **48,000 households** across all 50 states.

✓ Reach Our Most Loyal Readers

✓ Reach Our Digital Subscribers



Map showing readership density across all 50 states.



# regional advertising

## THE PLAIN PAGES AD RATES

**1/4 Page** \$300  
3.75" wide x 5" high

**1/2 Page** \$500  
7.625" wide x 5" high *or*  
3.75" wide x 10.125" high

**Full Page** \$900  
8.625" wide x 11.125" high

**Two Page Spread** \$1,700  
17.125" wide x 11.125" high

**Four Page Spread** \$2,900  
17.125" wide x 11.125" high (x2)

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

### The Plain Pages Ad Placement Example

1/4 page ad placed in the Ohio and National July issue:  
**\$300 x 2 Placements = \$600 Total**

### Advertorial Upgrade

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

#### Margins + Bleed

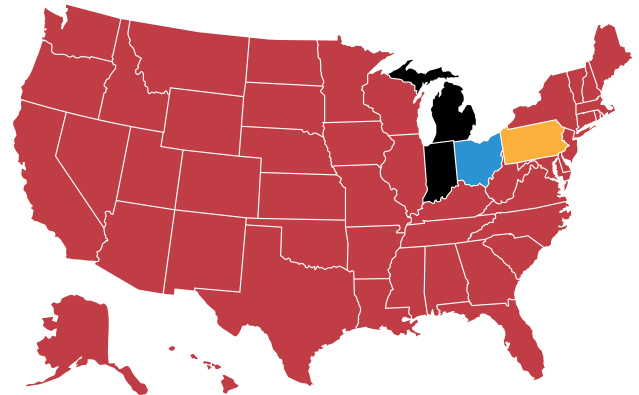
*For full page ads only, ad sizes listed include 1/8" bleed on all sides.  
Keep all important design elements at least 1/2" from the edge.*



## The Plain Pages

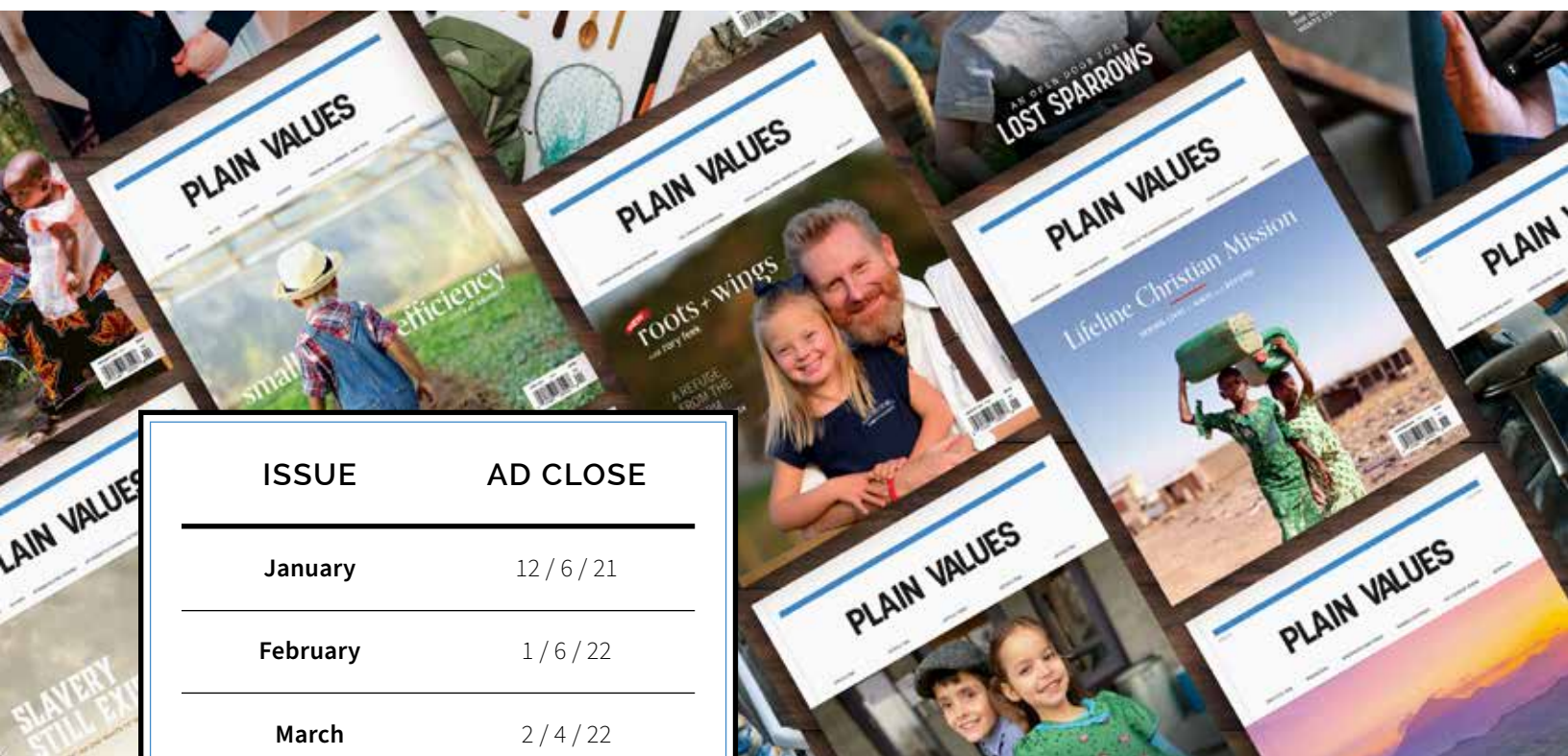
*The Plain Pages* is our sister-publication that allows our advertisers to target the Amish by specific regions. *The Plain Pages* is mailed monthly, free-of-charge, to over **42,000 Amish homes** across our four regions.

- ✓ Reach Amish by Regions
- ✓ Save on Advertising Rates
- ✗ Contract Options
- ✗ Reach Digital Subscribers



- **Ohio** (11,000 homes)
- **Michiana** (9,800 homes)  
*Michigan + Indiana*
- **Pennsylvania** (9,600 homes)
- **National** (11,800 homes)  
*All other states*

# the deadlines



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

## Deadline Policy

All ad details 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, ad placement will be canceled or will run without final approval.

## Print-Ready Ad Submissions

Submitted files must be CMYK, 300ppi in PDF or TIF format. 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 20mb, 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.

# PLAIN VALUES

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

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(330) 601-6106  
[reachout@plainvalues.com](mailto:reachout@plainvalues.com)  
[www.plainvalues.com](http://www.plainvalues.com)