

HOMESTEAD LIVING

2024
Media
Kit



ABOUT US

Homestead Living is a media company at the forefront of **the modern homesteading movement**.

Our three magazine publications (*Homesteading Monthly*, *Plain Values*, and *The Plain Pages*) currently reach **65,000 households** in North America.

The trust we've built with our audience springs from **three core disciplines**:

1. We **supply** answers to both "The How" and "The Why" of this homesteading lifestyle.
2. We **provide** the best instruction and inspiration from world-class homesteading experts.
3. We **deliver** it all in the most beautifully produced publications in our market.

We're a **rapidly growing media company** whose primary desire is to help as many people as possible live healthy, simple, sustainable lives.

Want to join us in this mission (and grow your brand)? We'd love to talk.

OUR AUDIENCE

Our readers are passionate about cultivating **the homesteading lifestyle**, and we reach them at all stages of their journey, whether they're working a 100 acre farm, gardening in their suburban backyard, or growing herbs on the patio of their downtown apartment.

This passion leads to not only an active interest in information about homesteading itself, but to motivated **buying habits for the products** that support their efforts along the way.

We're not interested in advertising to our readers for the sake of revenue. We want to **help them achieve their homesteading dreams** through the products and services we advertise in our publications.

If your product can help our readers get there, drop us a line, anytime.



OUR PUBLICATIONS

65,000

Households monthly

3 Publications

Homesteading Monthly,
Plain Values, The Plain Pages



HOMESTEADING MONTHLY

35,000 MONTHLY

Homesteading Monthly is a stunningly produced monthly print and digital magazine. It features **world-class inspirational and educational writing** from the very top working experts in the modern homesteading movement.

Contributors include Joel Salatin, Melissa K. Norris, Anne Briggs, Justin Rhodes, Carolyn Thomas, and many more.

The modern homesteading movement has taken its rightful, prominent place in our culture. So many people around the world are rediscovering the skills and joys that their great-grandparents lived by. *Homesteading Monthly* exists to help them do the same.

PLAIN VALUES + THE PLAIN PAGES

30,000 MONTHLY

Plain Values is a beautiful monthly print and digital magazine dedicated to the idea that faith-centered simple living within community is still possible today. It covers a broad range of topics including Christian living, parenting, homesteading, homeschooling, and much more.

If *Homesteading Monthly* delivers the "How" of homesteading, *Plain Values* and *The Plain Pages* deliver the "Why" that inspires the daily lives of our readers.

The Plain Pages is the little sister-publication of *Plain Values*. Beloved and read in the homes of Amish folks across the midwest and beyond for over a decade, it's filled with useful homesteading-related advertisements as well as shorter pieces of editorial.



ADVERTISING RATES

	HOMESTEADING MONTHLY	PLAIN VALUES	PLAIN PAGES	PV + PP	HM + PV + PP
QUARTER PAGE	\$1,700	\$700	\$300	\$900	\$2,200
HALF PAGE	\$2,900	\$1,200	\$500	\$1,500	\$3,800
FULL PAGE	\$5,000	\$2,000	\$900	\$2,500	\$6,400
2-PAGE SPREAD	\$9,000	\$3,500	\$1,600	\$4,300	\$11,000
INSIDE COVERS	\$5,500	\$2,200	\$1,000	\$2,700	\$7,000
BACK COVER	\$6,000	\$2,500	\$1,200	\$3,000	\$7,700

CONTRACT OPTIONS

5% OFF

Advertise for 3 months

10% OFF

Advertise for 6 months

15% OFF

Advertise for 12 months

Discounts not available for *Plain Pages*-only advertising.
All contracts paid up front and in full will receive an additional 5% discount.



BRAND SPOTLIGHTS

We also offer special placements in each issue of the *Homesteading Monthly* and *Plain Values* magazines that shine a spotlight on your business in a powerful and unique way.



Let's talk about spotlighting YOUR brand.

THE SPOTLIGHT SPREAD

With one beautiful photo and a few words across a two page spread, The Spotlight Spread is a simple and profound statement that presents your product to our readers as directly as possible.

THE SPOTLIGHT ARTICLE

A Spotlight Article advertises your business in the form of a story. This format gives you an opportunity to share the "why" behind what you do, deepening your relationship with our readers. Your Spotlight article can be written by you, or by one of our professional writers.

Spotlight Articles are only available in The Plain Pages.

Example email sponsorship ad:

BROUGHT TO YOU BY:
EVERYTHING WORTH PRESERVING

by Melissa K. Norris

The foundational homesteading book *Everything Worth Preserving* by Melissa K. Norris will teach you the nine home food preservation methods to safely store delicious food for year-round eating. With step-by-step tutorials, recipes, and easy-to-use charts, you can easily master the generational skill of preserving food for your family.

If you've always wanted to learn how to preserve food but you've felt intimidated or unsure where to start, Melissa K. Norris simplifies the process in her comprehensive book, *Everything Worth Preserving*.

Master the lost art of preserving food for your family with step-by-step tutorials, recipes, and easy-to-use charts. Learn nine different home food preservation methods so you can safely and easily preserve fruits, vegetables, meats and more for a stocked pantry full of delicious foods year round.. This may be the only food preservation book you'll ever need!

[Click here to buy your copy of Everything Worth Preserving now!](#)

HOMESTEAD LIVING EMAIL SPONSORSHIP

CURRENT EMAIL LIST 70,000

Sent weekly (every Tuesday)

SPONSORED EMAIL

\$1,500 / Email

DEDICATED EMAIL

Currently Unavailable

Our current email list is 70,000 as of March 18, 2024 and rapidly growing. We regularly average an open rate above 40% on emails sent weekly (every Tuesday) to our highly-engaged list of folks enthusiastic about the homestead lifestyle.

AD SPECS

	DIMENSIONS (W x H)
QUARTER PAGE	3.75" x 5"
HALF PAGE	7.625" x 5" or 3.75" x 10.125"
FULL PAGE	8.625" x 11.125"
2-PAGE SPREAD	17.125" x 11.125"
INSIDE COVERS	8.625" x 11.125"
BACK COVER	8.625" x 11.125"

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.

PRINT-READY FILE TECHNICAL REQUIREMENTS

Submitted files must be CMYK, 300ppi, in PDF or TIFF format. We do not accept ads created in Word or Publisher. Please turn off all crop/printer marks when submitting print-ready files. ***If any or all of that is greek to you, simply send us the highest quality file you can.***

Email ads to: hello@homesteadliving.com or your account manager. For files larger than 20mb, please use Dropbox and email us a link.

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.

2024 AD DEADLINES

ISSUE	AD CLOSE	ISSUE	AD CLOSE
JANUARY	12 / 6 / 23	JULY	6 / 3 / 24
FEBRUARY	1 / 9 / 24	AUGUST	7 / 2 / 24
MARCH	2 / 7 / 24	SEPTEMBER	8 / 2 / 24
APRIL	3 / 5 / 24	OCTOBER	9 / 3 / 24
MAY	4 / 2 / 24	NOVEMBER	10 / 3 / 24
JUNE	5 / 2 / 24	DECEMBER	11 / 1 / 24

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.

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.