

PLAIN VALUES

2023 MEDIA KIT



who we are



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

46,500

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 its 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 44,000 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



JOEL SALATIN

Confessions of a Steward

Joel offers practical tips and tricks to successful land management, no matter how small your plot of land is.



RORY FEEK

Roots + Wings

Rory is a world-class storyteller, songwriter, filmmaker, *New York Times* best-selling author, and country-boy at heart.



FERREE HARDY

The Widow's Path

Author, speaker, and friend: Ferree offers support for those walking through seasons of grief.



SHAWN + BETH DOUGHERTY

The Healing Land

Shawn and Beth manage a 17-acre farm, producing most of their food, and feed, on the farm.



ELAM STOLTZFUS

Our Heritage

Elam dives deep into the lives of our ancestors and the nuggets of wisdom their stories share.



JIM ZUMBO

All Things Outdoors

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



DARREN + STACEY GAGNON

Whispers of Hope

Founders of Lost Sparrow, the Gagnon's educate and encourage foster and adoptive parents.

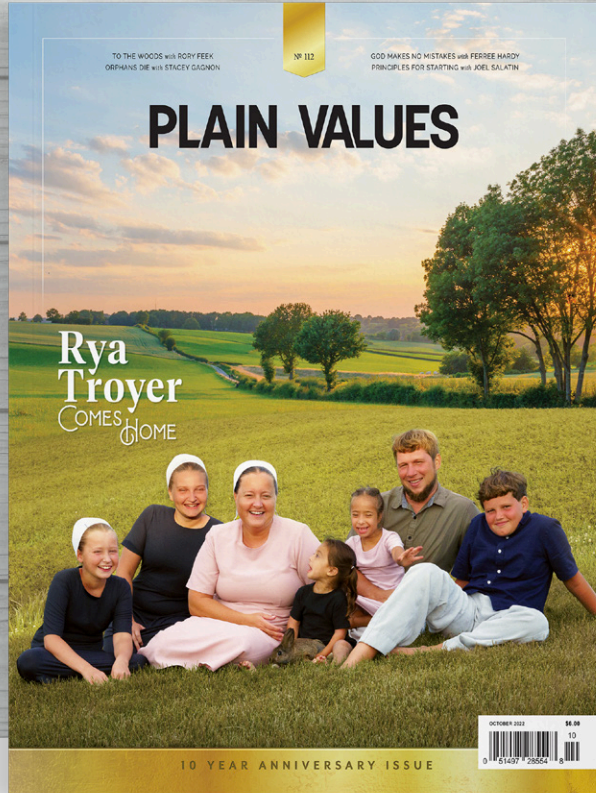


WENDY CUNNINGHAM

Honest Conversations with Wendy

Wendy is an accomplished author and podcaster who has learned not to shy away from the hard questions.

advertising

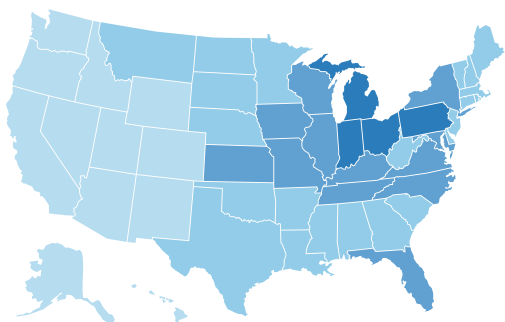


Plain Values Magazine

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 **46,500 households** across all 50 states. Advertising in *Plain Values* magazine puts you in front of our most loyal and dedicated readers alongside premium content.

✓ Reach Our Most Loyal Readers

✓ Reach Non-Amish Subscribers



Map showing readership density across all 50 states.

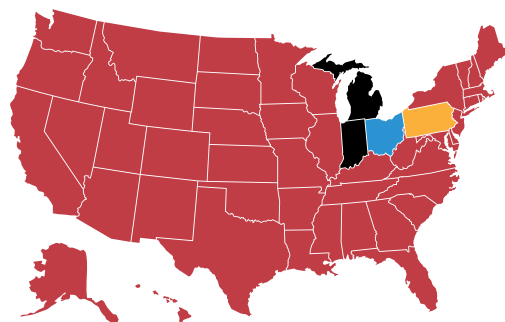


The Plain Pages

The Plain Pages is our sister-publication—mailed free-of-charge to Amish homes across four specific regions (Ohio, Michiana, Pennsylvania, and National). Each region reaches **roughly 10,000 Amish homes** each. While *The Plain Pages* does lack the premium content of *Plain Values*, it still contains shorter pieces of editorial designed to draw readers into its pages, and ultimately, to your advertisement.

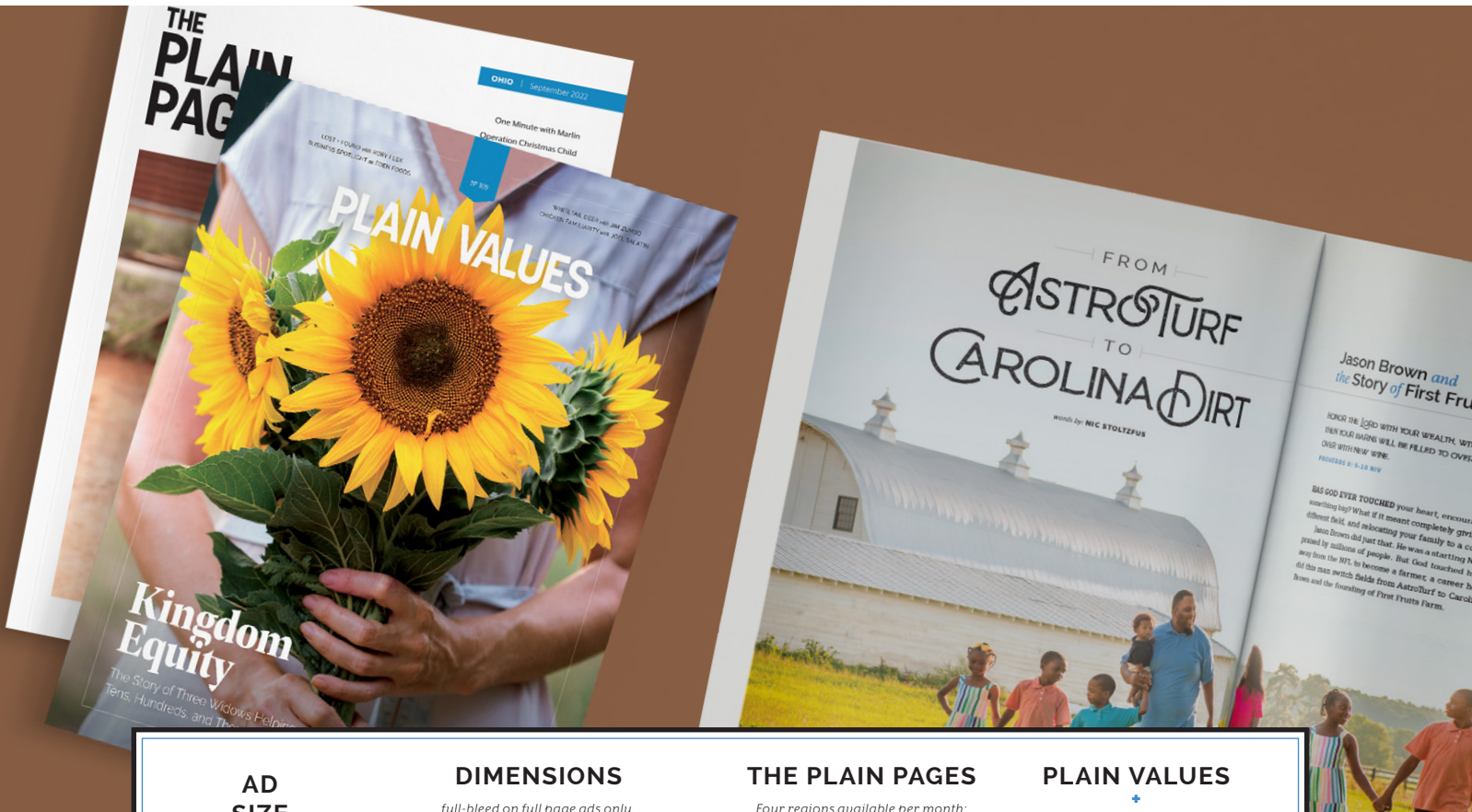
✓ Reach Amish by Regions

✓ Save on Advertising Rates



Ohio region (blue) | Michiana region (black) | Pennsylvania region (yellow) | National region (red)

the rates



AD SIZE	DIMENSIONS <i>full-bleed on full page ads only, please abide by 1/2" margins on all sides.</i>	THE PLAIN PAGES <i>Four regions available per month: Ohio, Michiana, Pennsylvania, and National</i>	PLAIN VALUES + THE PLAIN PAGES
1/4 Page	3.75" x 5"	\$300 per region	\$1,700
1/2 Page	7.625" x 5" <i>or</i> 3.75" x 10.125"	\$500 per region	\$2,900
Full Page	8.625" x 11.125"	\$900 per region	\$5,000
Two Page Spread	17.125" x 11.125"	\$1,700 per region	\$9,000
Inside Covers	8.625" x 11.125"	x	\$5,500
Back Cover	8.625" x 11.125"	x	\$6,000

Contract Options*

10% OFF when you place 6 ads within 12 months

15% OFF when you place 12 ads within 12 months

* Available to Plain Values advertisements only

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 deadlines

ISSUE	AD CLOSE
January	12 / 5 / 22
February	1 / 9 / 23
March	2 / 7 / 23
April	3 / 8 / 23
May	4 / 7 / 23
June	5 / 9 / 23
July	6 / 7 / 23
August	7 / 7 / 23
September	8 / 9 / 23
October	9 / 7 / 23
November	10 / 9 / 23
December	11 / 6 / 23



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 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.

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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