

AMISH COUNTRY NEWS



2024 ADVERTISER MEDIA KIT • AMISHCOUNTRYNEWS.COM



Relied on by
Visitors & Locals
For Over 30 Years

**COVERING
LANCASTER
COUNTY
SINCE 1989**

VISIT OUR WEBSITE
AMISHCOUNTRYNEWS.COM

Subscribe Today! Advertise With Us The Amish Experience

AMISH COUNTRY NEWS
RELIED ON BY VISITORS & LOCALS FOR OVER 30 YEARS

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Amish Country News MILESTONES

A Welcome Letter from Ed

Greetings to all our advertisers and future advertisers of *Amish Country News* (ACN). Coming from the Management and Business Development end of the Customer Service industry for a better part of thirty-five years and now having this opportunity serving as Director of *Amish Country News*, is very exciting and yet, a humbling appointment.

Wilkum, as *Amish Country News* was named at its first introduction back in 1989, introduced the Amish community, heritage and way of life to a small percentage of the Lancaster County population. It was a risky introduction, not only for the Amish, but for the business community at large that supported this publication early on. It was introduced to the general public in sharing the Amish philosophy and their simpler way of life as well as the businesses in the area.

Today, ACN, over 30 years young, is a well-established, full color, multi-faceted vehicle that serves as a communication publication, not only reflected in print locally, but digitally, worldwide, on the internet. The dedication and

efforts to capture the essence and the unique way of life and people, that are the Amish, in a genuine and respectful way, still remains our primary goal.

ACN, now stronger than ever, is still about community and those ties that bind us all together, making us all more successful for it. Over these last three decades with *Amish Country News* serving this ever-growing and expanding community, I look forward to continuing that legacy with you.

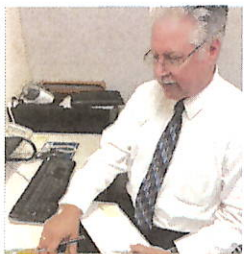
In continuing this growth of community through factual storytelling and visual representation of the Amish people, coupled with the support of our established partnerships and their advertising needs, I look forward to welcoming new partnerships, as they emerge, nurturing and fostering every relationship in a positive direction, be they Amish, Mennonite or English. In doing so we will continue to grow and prosper every day, because of people like you.

Thank you for being a part of this journey! From all of us at "Amish Country News", we welcome you to come on board and become a new partner in our community. 🐄

— Edward Blanchette

Director of ACN & Business Development

The Team Behind ACN



**Edward Blanchette
(Director of ACN
and Business
Development)**

Joining *Amish Country News* in September of 2019, Edward brings a wealth of personal and professional experience that will certainly assist in strengthening the foundations that currently exists, while implementing additional attention, creativity, and thoughtful direction as ACN continues to move forward in the future.

Starting his customer service career in 1979 with the Moss Street Outlets, specifically with American Factory Shoe Outlet, at that time located in Reading, PA, overseeing the warehouse and customer service responsibilities promoting women's shoes and handbags. After

finishing school in 1982 at Reading High School, Edward joined the Navy to continue his education. After finishing basic and aviation apprenticeship training at the Great Lakes training facility in Chicago, IL., Edward received his orders to report to the U.S.S. Enterprise, then stationed in Alameda, CA. Edward received an Honorable discharge in 1986 as an ABH and AZ E3 and moved back to Reading, PA.

After a short stint, as an Assistant Manager of Boscov's Hardware Department, Edward transferred to Jacksonville, FL., for two Years working as a flooring/ customer service representative with Home Depot. In 1988 he transferred back to Reading, PA. From 1988 to 2010, Edward continued his sales and design career, as management and business development, with Color Tile and thereafter Ted Smith/ RAN Floor Distributors in Berks County, PA. Since the recession, Edward has continued his success in management, customer service, and business development.

Edward also gives back to the Berks and Lancaster communities, he lives, works


1989	First issue published as "Wilkum." Town sections and maps debut.
1990	"Wilkum" changed to "Amish Country News." Red and blue "spot color" ads available to advertisers.
1991	Advertiser list grows to 75+.
1992	Full color covers debut with print by Amish artist Susie Riehl. Amish series by Brad Igou begins.
1993	P. Buckley Moss print featured on cover. Local 4th grade class writes cover story. Food & Dining Issue debuts.
1994	Spring cover features Quilt Festival with first "Town Issue" featuring Lititz
1995	First photo contest held.
1999	Our 10th Anniversary
2000	www.amishnews.com goes live.
2001	Kirk Simpson joins as graphic designer.
2002	Full color ads become available.
2004	ACN goes full color on every page.
2005	"Witness Anniversary" issue published.
2007	Upgraded whiter, brighter paper for every issue.
2009	Our 20th Anniversary.
2012	Glossy cover wrap added.
2013	Highest number of advertisers and pages for Amish Country News.
2019	Our 30th Anniversary. Ed Blanchette Joins ACN.
2020	Amish Country News celebrated print advertising by rolling back ad pricing AND we survived 2020.
2022	Held discounted ad prices from 2020 for advertisers, plus introduced new AmishCountryNews.com Website!
2023	Website updated and renamed to AmishCountryNews.com
2024	Continuing to hold discounted ad prices from 2020 for our advertisers peace of mind.

in, and serves, by mentoring, educating, and empowering the youth within those communities, through the sport of soccer. Serving as a volunteer, coach, and board officer of the Conrad Weiser Youth Soccer Club from 2003 - 2018 Berks County, PA. In addition to

Continued on Page 5

2024 Ad Sizes and Pricing

AD SIZES AND DIMENSIONS	AD PRICING	
	1-6 ISSUES	7 ISSUES
Full Page With Bleed	\$2,050 Per Issue	\$1,630 Per Issue
With Bleeds 8.625" w x 10.75" h (Safe Space 7.125" w x 9.3" h)		
Full Page No Bleed	\$2,050 Per Issue	\$1,630 Per Issue
7.125" w x 9.3" h		
2/3 Page Vertical	\$1,530 Per Issue	\$1,175 Per Issue
4.6875" w x 9.0625" h		
1/2 Page Horizontal	\$1,190 Per Issue	\$895 Per Issue
7.125" w x 4.5" h		
1/2 Page Vertical	\$1,190 Per Issue	\$895 Per Issue
4.6875" w x 7" h		
1/3 Page Square	\$850 Per Issue	\$650 Per Issue
4.6875" w x 4.6875" h		
1/4 Page	\$630 Per Issue	\$490 Per Issue
4.6875" w x 3.375" h		
1/6 Page Horizontal	\$430 Per Issue	\$355 Per Issue
4.6875" w x 2.5" h		
1/6 Page Vertical	\$430 Per Issue	\$355 Per Issue
2.25" w x 4.6875" h		
1/8 Page	\$345 Per Issue	\$275 Per Issue
2.25" w x 3.375" h		

Amish Country News is printed seven times annually with a guaranteed print run of 290,000 copies per year, distributing them more accurately and in such an impactful way to make sure that visitors to Amish Country News will pick up the magazine and see your business at the same time, giving you, our valued client, a better value. 

Shown here is a full page ad with full bleed (Riehl's Quilts & Crafts) and a full page ad with no bleed (Barbour Publishing.) "Bleeding" off the page means your ad, and color goes passed the edge of the paper, where no bleed has a white border around it which enables the Amish Country News page footer to show as well. Note that bleeds are only allowed for full page ads.

HANDMADE is Our Heritage

From Families Who Make The "RIEHL" Difference



Our farm features 100 local family craft businesses offering hand made products. All locally made!

- Quilts to Brighten Your Home**
We carry a large selection of quilts, including Amish, Country, and more.
- Country Gifts & Crafts**
We carry a large selection of country gifts, including Amish, Country, and more.
- Body Care**
We carry a large selection of body care products, including Amish, Country, and more.
- For the Home**
We carry a large selection of home decor products, including Amish, Country, and more.

Mon-Sat. 8 a.m.-5 p.m. CLOSED SUN
Exchanges by appointment only
For our catalog or information call
800.957.7105 / 717.456.0697
ASK ALLY FOR A CATALOG

247 East Eby Rd., Leola, PA 17540
From Rt. 340 take Rt. 772 West
Right on Shoppers Market right on Eby Rd.

We're the First Farm on the Left — LOOK FOR OUR SIGN!


RIEHL'S Quilts & Crafts
EST. 1993

Whether local or visiting, come down the lane! WE'D LOVE TO MEET YOU!

RIEHL'SQuiltsAndCrafts.com

Hope-Filled Devotions from

WANDA & BRUNSTETTER

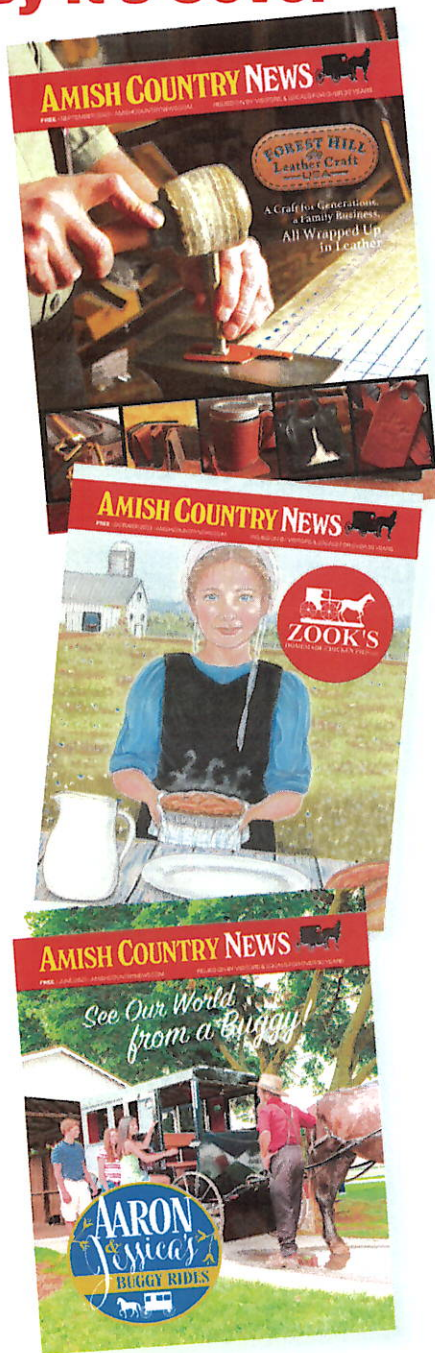


The Prayer Jar
HOPE
WANDA L. BRUNSTETTER


Inspired by New York Times bestselling author, Wanda E. Brunstetter's The Prayer Jar series, this encouraging devotional will help transform your prayer life. With each turn of the page, you will discover unchanging truths of God's Word alongside meaningful prompts that guide you to write out your personal prayers or favorites, hope-filled Bible verses and then add to your very own prayer jar.

25% Off at BarbourBooks.com

You CAN Judge a Business By It's Cover



Get in the Picture... On Our Cover!

You are the first thing they'll see on the cover of Amish Country News! Cover package includes: Cover design, 2 Full Inside Pages (Pages 4 & 5), Editorial Assistance and Graphic Design Service. Call or email Ed Blanchette for more details. 

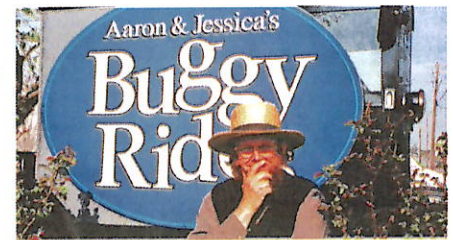
You're Our Business Partner

We Make Your Business Look Good

If you need help creating your ad, don't worry, it's included COMPLIMENTARY! Here's an example of a rough draft and the finished result – one of the many we create each issue!


We Focus On When the Tourists ARE Here

By printing only seven times a year, our advertisers get maximum exposure and save money. We also combine months for the Spring (March-May) and the



Holidays (November-February) with AMPLE SUPPLY to cover the time on the newsstands. You pay for 7 months and get coverage for a whole year!

We Are Flexible For You

Change your featured photography, ad copy, coupon offer or ad size from issue to issue with your Sales Cycle – just be sure to tell us by the first of the previous print month. 



In AMISH COUNTRY NEWS your business is mentioned MULTIPLE TIMES and won't get lost among other ads in other towns.

Free Bonus Advertorial

Don't Just Sell Them...Tell Them

Our readers will be sold when they learn more about you. All 7x advertisers receive a free bonus editorial in at least one issue. Many years ago several of our advertisers noted that an article about them brought in more business.

Credibility increases because someone else is talking about your business. It's like the phantom dining critic, except when we write about you it will always be positive!


People respond to people. So in most editorials and cover stories, we like to focus on the people behind the business. We'll ask what got you interested in doing what you do. Usually, when people talk about their business, the excitement rubs off.

One article about the charity work done by a local teddy bear shop resulted in a dramatic increase in customers, including some who had never purchased a teddy bear before! Even a story about a sewing machine company can prove interesting --- when it deals with how the machines are adapted for the non-electrified Amish.

1/3 Square Ad - 4.9375" w x 4.75" h



A restaurant advertiser found that an article we wrote for one issue worked so well that he paid to have it in EVERY issue. In fact, he put the article in one of our competitor's publications as well!

The cost of an advertorial is the same as the equivalent amount of ad space. We do not charge to write the article for you, and you get final approval on what we say. We will also be happy to post the article for you at no charge on our website. A picture may be worth a thousand words, but an interesting article can be worth increased traffic through your door! 

Meet the Team Behind ACN

(Continued from Page 2)

also coaching Middle School Teams in Lancaster and Berks Counties, PA.

Edward currently lives in Womelsdorf, PA and is married to his lovely wife Barbara. They have two daughters, Jyssica, and Danielle. And completing their family unit with three Golden Retrievers.

KIRK SIMPSON (Graphic Designer)


celebrates his 23rd year as graphic designer of ACN. Currently Kirk is also the graphic designer at the Ogunquit Playhouse in Ogunquit, ME. With over 30 years experience in the industry, as a service to our advertisers, Kirk will help you design basic ads if you don't have the means to do so. Visit ksimpsondesign.com. Kirk, lives in Maine with his husband Jim, and their dogs Sam and Bear designing ACN "from a distance."



1/6 Vertical Ad - 2.375" w x 4.75" h

**CLINTON MARTIN**
(Editor-in-Chief)

has been involved with Amish Country News for over 10 years in various capacities. Now that he's assumed

the role of publisher, he is excited to see where we can go with this great visitors guide. Clinton has often written articles for Amish Country News featuring our advertisers. Book reviews, restaurant critiques, editorials about shops and attractions, but in 2023 and beyond he is excited to write content about the Amish heritage and history in addition to these advertiser articles. Clinton lives in Lancaster with his wife and three children. 

1/8 Ad - 2.375" w x 3.375" h

VISIT
AMISHNEWS.COM
TODAY

O.K. I'm Sold... What's My Next Step

"I'M READY TO ADVERTISE!"

is what you should say if Ed Blanchette is standing in front of you. If not standing in front of you then call 717.344.0871 or email him at ed@amishnews.com. He'll be happy to hear from you.

DECIDE HOW MANY ISSUES

your business will be seen by our readers. We hope you will agree that it makes good business sense to be in all seven issues, not just for the exposure, but it costs the least per issue!

DECIDE WHAT SIZE OF AD YOU MAY WANT

from the samples shown in this paper. Remember our flexibility? You can change your ad size from issue to issue. For example, be on the Cover in the June issue, an Advertorial in July, a half page ad in August, and the other issues ¼ page.

START GATHERING THE INFO

and some good photos we can use in your ad and your listing. If you want to have a coupon in your ad, decide what it's for and when it will expire. Trade Secret: Sometimes we have space to fill in the magazine and if you give us extra photos we may use them and give you even more exposure at your cost!

Here is other information we need to make you look good:

1. Your signed contract
2. We highlight your events. We will insert any events you may have planned in our Events Section provided we have the information a month in advance.
3. Are you an attraction or a store that has special hours on Sunday or After 5 p.m.? We have a special section for both of those and want to give you a mention.
4. If you are open Sundays, we will give you a special notation "(S)" in our index.
5. Coupons are welcome...tell us what your offer is!

2024 DEADLINES**Spring Issue**

Ad Deadline February 26, 2024

June Issue

Ad Deadline May 13, 2024

July Issue

Ad Deadline June 17, 2024

August Issue

Ad Deadline July 22, 2024

September Issue

Ad Deadline August 19, 2024

October Issue

Ad Deadline September 23, 2024

Holiday 2024 | Winter 2025

Ad Deadline October 28, 2024

A thought from a reader...

My Wife & I are flying into your area and would love to get a recent copy of Amish Country News. My wife loves the magazine and is BIG into quilting, Nothing like Lancaster-finished quilts. She also makes quilts.

— Mike H. Salt Lake City, UT 9/23/19

So Where in YOUR World Would You Find Amish Country News?

If you are committed to attracting tourists, we are committed to getting your ad in front of them. Our distribution is carefully planned and executed to target visitors coming into the greater Pennsylvania Dutch region. But let's not forget all the "locals" who read our paper (especially the town sections where they live) to see what to do with their guests in the area, or who look for the coupons!

Day Trip Visitors

Lancaster County welcomes millions of visitors annually. Many are here for only a day. ACN's are distributed at points

visitors frequent most – restaurants, shops, attractions, and outlets. When they see Amish Country News, they may stay longer, or plan to return!

Overnight Guests

Our lodging properties are critical distribution points, and you'll find Amish Country News in every major hotel, motel, and campground in the area. The information-filled ACN format encourages front desk usage, and many lodging properties hand copies to guests at check-in or place one in their room.

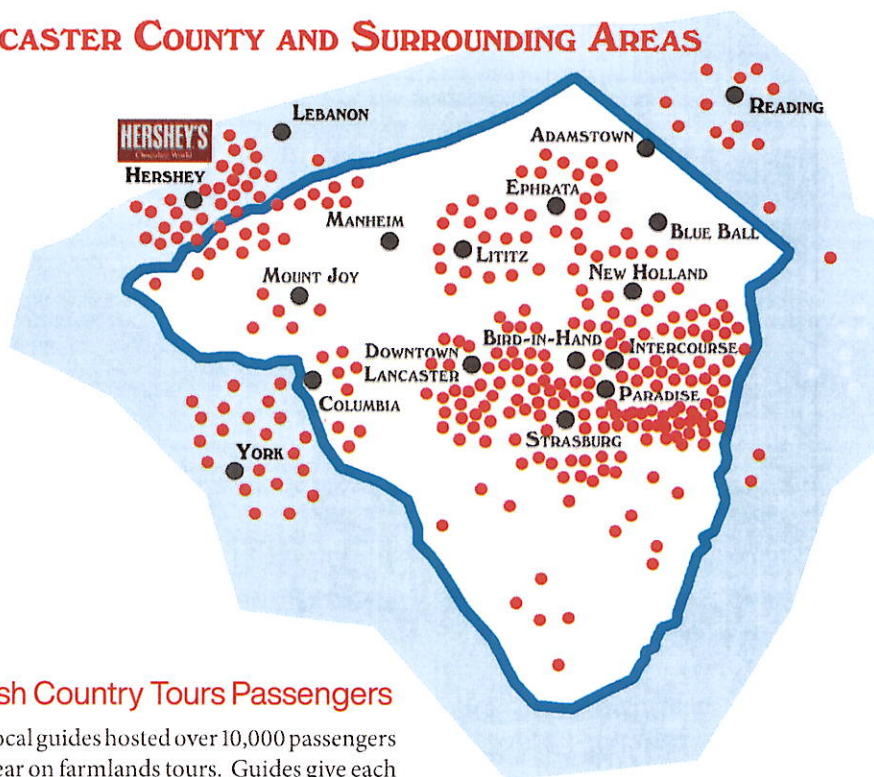
Information Centers

Through memberships and by special arrangement, Amish Country News is prominently displayed at visitors' centers in the greater Lancaster region.

Statewide

In addition to distribution through major hotels, motels, campgrounds and attractions in York, Ephrata, Reading, and Hershey markets, ACN's are distributed at all official State Welcome Centers throughout the Pennsylvania Interstates through *Getaways On Display*.

LANCASTER COUNTY AND SURROUNDING AREAS



Amish Country Tours Passengers


Local guides hosted over 10,000 passengers last year on farmlands tours. Guides give each rider a current issue and encourage them to use it in planning their activities, dining,

shopping, and lodging. In our last customer survey, the majority of respondents said they were taking it home and sharing it with their friends...it's contagious!

Our Guarantee - To Have Enough to Last All Month!

Our guaranteed print run of 290,000 copies per year means that we can place the right quantity of Amish Country News at our distribution points in keeping with the

1/2 Horizontal - 4.9375" w x 4.75" h

tourist traffic through the season. Other publications promise loads of distribution points, but take a closer look. If you divided their monthly total amount printed by the number of drop points, you would barely have enough to cover a week of traffic, much less one or two months. We always replenish high volume locations during each issue month. 

1/6 Horizontal - 4.9375" w x 2.5" h



**Earning YOUR Business
Every Day — We Hand Deliver
Each Magazine So YOU Know YOUR
Ad is Out on Display...Right Away.**

1/2 Page Vertical - 4.9375" w x 7" h

AMISH COUNTRY NEWS

YOUR "Tour Guide" in a Magazine

Our clients love Amish Country News! A lot of our readers are seniors and don't do tech too well. The magazine gives them all the info and places to go to in the area. ACN is the one publication worth fighting for, to keep on our racks year round. We really miss it when we run out.

- Heidi W. (Manheim, PA 10/10/2019)

Edward Blanchette

Director of Amish Country News
and Business Development

ed@amishnews.com
717.344.0871

- NO INCREASE in 2024 Rates from 2019 Pricing
- Distribution in Lancaster and surrounding counties at over 400 (+/-) locations with many exclusive channels including Hershey's Chocolate World
- Full color print publication
- Cover printed on glossy paper

- 12 months of coverage for the price of 7 months
- Regional and town maps plus Amish and regional history
- 95% of our readers surveyed say they keep their ACNs and share them with friends
- Regional stories and timely articles of importance to visitors and locals

- Published digitally online at AMISHCOUNTRYNEWS.COM with live links to advertisers