

PRAIRIE GRAINS

Media

Kit

2017 - 2018



PRAIRIE GRAINS Media Kit 2017-2018

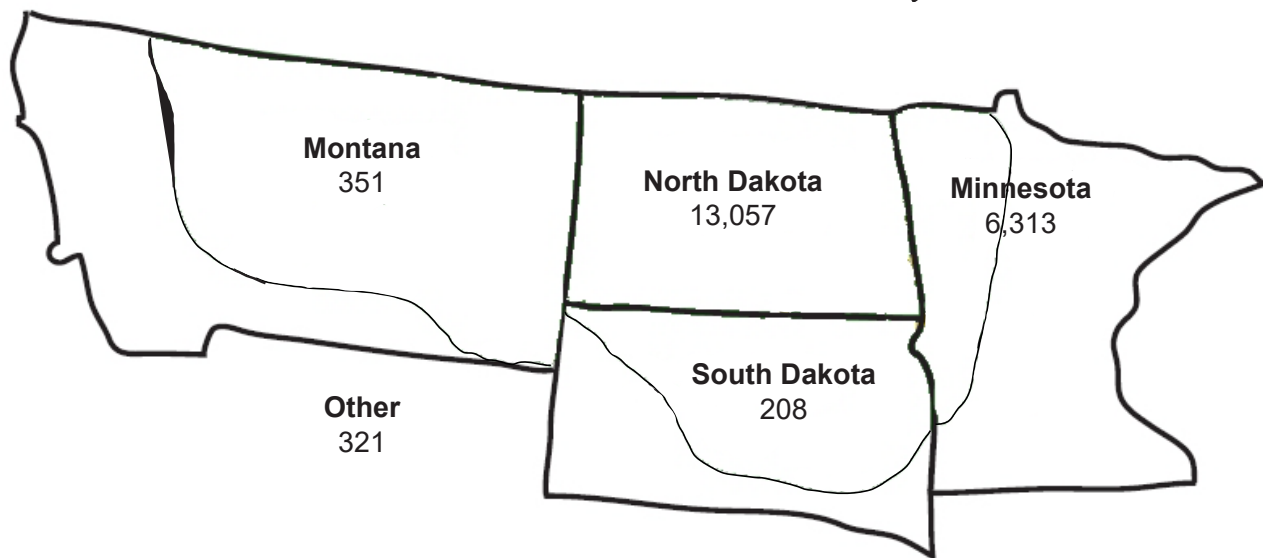
Prairie Grains Magazine has a well-defined circulation of the top 20,250 small grains growers in Minnesota, the Dakotas and Montana. If you need to target your message to decision-makers in small grains production, Prairie Grains Magazine is the place to do it.

Prairie Grains Magazine is circulated to members of the Minnesota Association of Wheat Growers, Montana Grain Growers Association, North Dakota Grain Growers Association, South Dakota Wheat, Inc., and Minnesota Barley Growers

Association as well as non-member growers who produce 250 acres or more of spring wheat and barley in North Dakota and Minnesota, plus all upper-level & associate MGGA members receive Prairie Grains.

Our list is continually updated with data from grower associations, county data from the Farm Service Agency and many other sources to be sure we're landing in the mailboxes of your target audience: the region's most innovative and successful small grains growers.

Total Circulation: 20,250



**Award
Winning
Magazine**

Prairie Grains Magazine was the recipient of the 1998 President's Award for Magazines & Journals, awarded by the Minnesota Society of Association Executives.

Reaching the RIGHT Growers:

Prairie Grains readers in North Dakota, Northwestern and West-Central Minnesota harvested more than 80% of the total harvested crop acres in those areas.

* Source: Prairie Grains Readership Survey, USDA/NASS

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DEMOGRAPHICS: A look at our circulation

A Survey of the Prairie Grains Readership was conducted in April 2013 to allow advertisers a solid look at the audience they'll reach when advertising in Prairie Grains Magazine.

Prairie Grains Reader Profile:

Age: 4% - 20-35
16% - 36-49
59% - 50-64
21% - 65+

Education: 3% - Less than High School
23% - High School Grad./GED
34% - Some College
19% - Assoc./Tech. Degree
17% - Bachelors Degree
4% - Graduate Study/Degree

Gross Annual Sales:

6% - Under \$50,000
6% - \$50,000 - \$99,999
16% - \$100,000 - \$249,999
22% - \$250,000 - \$499,999
23% - \$500,000 - \$999,999
27% - \$1,000,000+

Prairie Grains Readers on the cutting edge of technology:

85% own a personal computer
56% own a satellite TV system
50% subscribe to cable Television
13% subscribe to a satellite delivered news service

Top-Ten Likely Buys

Prairie Grains readers cite the following as their most likely purchases in the coming year.

- 1) Pickup Truck
- 2) Air Seeder
Seed Equip.
- 3) Grain storage
- 4) ATV
- T-5) 2 WD or FWAS
Tractor
- T-5) Computer
- T-6) Tillage Equip.
- T-6) 4WD Tractor
- T-6) Car, Van or sport
utility vehicle
- 7) Medium or heavy
truck



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EDITORIAL CALENDAR: Featuring High-Quality Editorial Content

| ISSUE | MATERIALS DUE ON | RELEASE DATE |
|---------------------|-----------------------------|-------------------------|
| # 157 August 2017 | Aug. 04, '17 | Aug. 25, '17 |
| # 158 Nov/Dec 2017 | Oct. 30, '17 | Nov. 17, '17 |
| # 159 January 2018 | Dec. 28, '17 | Jan. 19, '18 |
| # 160 February 2018 | Jan. 19, '18 | Feb. 09, '18 |
| # 161 March 2018 | Feb. 09, '18 | Mar. 02, '18 |
| # 162 April 2018 | Mar. 05, '18 | Mar. 26, '18 |
| # 163 May 2018 | May 04, '18 | May 29, '18 |

A Statistical & Graphical Reference of Crop Production Facts

For More Information

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