

PRAIRIE GRAINS

Media

Kit

2020 - 2021



PRAIRIE GRAINS Media Kit 2020-2021

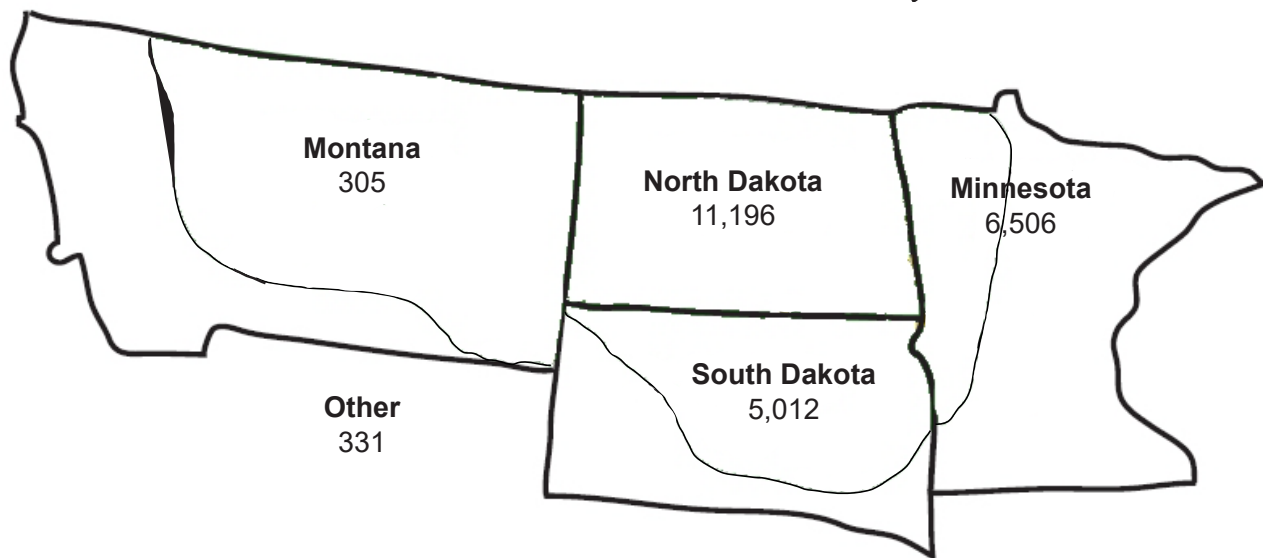
Prairie Grains Magazine has a well-defined circulation of the top 23,350 small grains growers in Minnesota, the Dakotas and Montana. If you need to target your message to decision-makers in small grains production, Prairie Grains Magazine is the place to do it.

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: 23,350



**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.

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

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



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EDITORIAL CALENDAR: Featuring High-Quality Editorial Content

| ISSUE | MATERIALS DUE ON | RELEASE DATE |
|---------------------|-----------------------------|-------------------------|
| # 177 August 2020 | Aug. 03, '20 | Aug. 24, '20 |
| # 178 Nov/Dec 2020 | Nov. 2, '20 | Nov. 23, '20 |
| # 179 January 2021 | Dec. 21, '20 | Jan. 12, '21 |
| # 180 February 2021 | Jan. 18, '21 | Feb. 08, '21 |
| # 181 March 2021 | Feb. 22, '21 | Mar. 15, '21 |
| # 182 April 2021 | Apr. 06, '21 | Apr. 27, '21 |

A Statistical & Graphical Reference of Crop Production Facts

For More Information

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