

Prairie Grains

Building Opportunities by Association

Media Kit 2023-2024



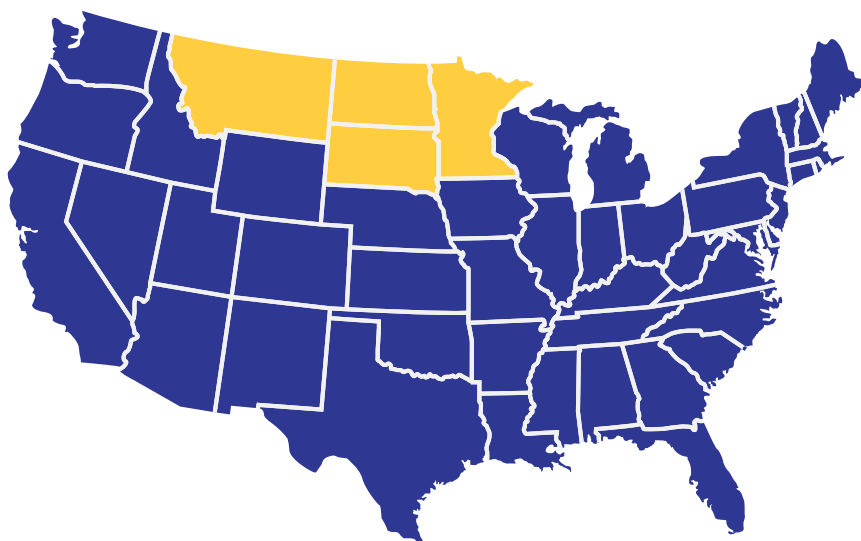


BUILDING OPPORTUNITIES BY ASSOCIATION

Prairie Grains Magazine is the official publication of the Minnesota Association of Wheat Growers, North Dakota Grain Growers Association, South Dakota Wheat, Inc. and the Montana Grain Growers Association. Prairie Grains is published six times each year and delivered free to members of MAWG, NDGGA, SD Wheat Inc. and MGGA. Beyond commodity associations, Prairie Grains is also distributed to industry partners, elected officials and agency departments throughout our readership areas.



Audience Demographics



23,350

the number of subscribers throughout Minnesota, South Dakota, North Dakota and Montana.



45%

the number of growers with gross annual income between \$250,000 and \$999,999.



50-64

the average age of the Prairie Grains reader.

Prairie Grains

Building Opportunities by Association

August / September 2023

- EPA – North Dakota tour cover story
- Dan Wogsland retirement
- Legislative recap
- MAWG seeks board member(s)

February 2024

- New MAWG board member profile(s)
- Regional roundup
- On-Farm Research Network feature

November / December 2023

- Regional Roundup
- Year in Review
- PG Conference Preview
- Council Director Profile
- Scott Swenson feature

March 2024

- Spring planting stories
- Ag Leadership Network

January 2024

- 2024 legislative preview
- BreadCo feature
- PG Conference Highlights
- Year ahead story
- New MAWG president feature (tentative)
- MWC seeks board members/election process

April / May 2024

- 200th issue cover story
- NCI moves into new HQs
- MAWG Hill Visits
- MWC election results
- Research projects overview
- Regional roundup
- Spring Planting



Production Schedule

ISSUE	AD DUE DATE	MAIL DATE
Aug./Sept.	07/26/23	08/24/23
Nov./Dec.	10/27/23	11/22/23
January	12/14/23	01/10/24
February	01/07/24	02/13/24
March	02/15/24	03/18/24
April/May	03/30/24	05/01/24



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