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

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
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  
3) Grain storage  
4) ATV  
5) 2 WD or FWAS Tractor  
5) Computer  
6) Tillage Equip.  
6) 4WD Tractor  
6) Car, Van or sport utility vehicle  
7) Medium or heavy truck

PRAIRIE GRAINS Media Kit 2019-2020
# EDITORIAL CALENDAR: Featuring High-Quality Editorial Content

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>MATERIALS DUE ON</th>
<th>RELEASE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td># 171</td>
<td>Aug. 05, ‘19</td>
<td>Aug. 23, ‘19</td>
</tr>
<tr>
<td># 172</td>
<td>Nov. 1, ‘19</td>
<td>Nov. 21, ‘19</td>
</tr>
<tr>
<td># 174</td>
<td>Jan. 20, ‘20</td>
<td>Feb. 07, ‘20</td>
</tr>
<tr>
<td># 175</td>
<td>Feb. 24, ‘20</td>
<td>Mar. 16, ‘20</td>
</tr>
<tr>
<td># 176</td>
<td>Apr. 06, ‘20</td>
<td>Apr. 27, ‘20</td>
</tr>
<tr>
<td># 177</td>
<td>May 04, ‘20</td>
<td>May 26, ‘20</td>
</tr>
</tbody>
</table>

*A Statistical & Graphical Reference of Crop Production Facts*

**For More Information**

Marlene Dufault  
Prairie Grains Magazine  
2604 Wheat Drive  
Red Lake Falls, MN 56750  
PH: 218-253-2074  
E-MAIL: mdufault@gvtel.com

Accounting • Gail  
Minnesota Association of Wheat Growers  
2600 Wheat Drive • Red Lake Falls, MN 56750 • PH: 218-253-4311 Ext 4