

Prairie Grains

Building Opportunities by Association

Media Kit 2024-25



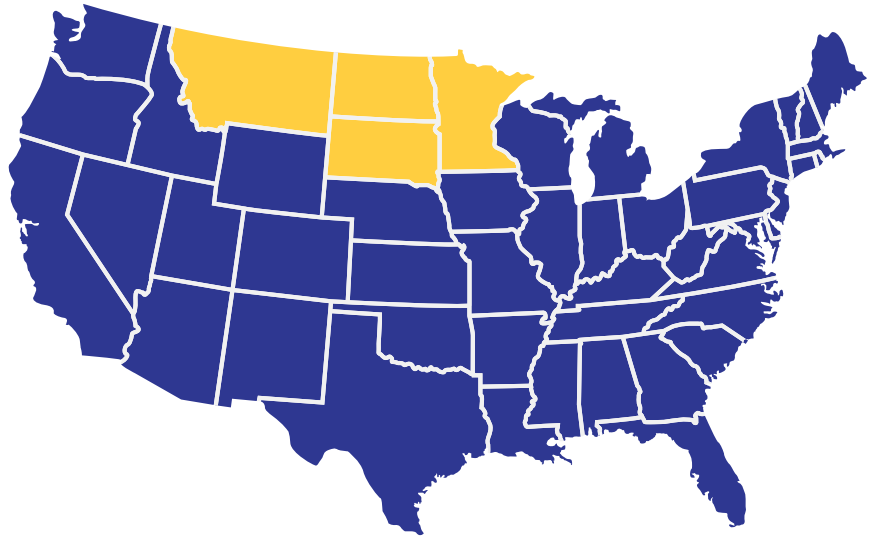
BUILDING OPPORTUNITIES BY ASSOCIATION

Prairie Grains Magazine is the official publication of the Minnesota Association of Wheat Growers (MAWG), North Dakota Grain Growers Association (NDGGA), South Dakota Wheat, Inc. and the Montana Grain Growers Association (MGGA). In 2024, this regional magazine was nominated for a National Agri-Marketing Association (NAMA) award for Best Association Magazine.

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

Number of subscribers throughout Minnesota, South Dakota, North Dakota and Montana.



45%

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



50-64

Average age of the Prairie Grains reader.

Prairie Grains

Building Opportunities by Association

Aug./Sept. 2024

- Northern Crops Institute Grand Opening
- North Dakota EPA Tour
- Minnesota legislative session recap; election preview
- Rural Minds feature

Nov./Dec. 2024

- Variety trials issue
- State/Federal election highlights
- Prairie Grains Conference preview
- SD Wheat Inc. checkoff check-in

January 2025

- Legislative preview
- Regional check in
- Prairie Grains highlights
- MWRPC election

February 2025

- On-Farm Research Network updates
- Small Grains Update
- Grain marketing tips
- MAWG membership primer

March 2025

- Spring planting
- Legislative update from across PG region
- BreadCo feature

April/May 2025

- Ag Leadership Network
- Commodity Classic
- Regional roundup
- MWRPC Checkoff check-in



Production Schedule

ISSUE	AD DUE DATE	IN-HOME DATE
Aug./Sept. 2024	07/29/24	08/25/24
Nov./Dec. 2024	10/28/24	11/25/24
January 2025	12/06/24	01/06/25
February 2025	01/14/25	02/13/25
March 2025	02/17/25	03/17/25
April/May 2025	03/31/25	04/30/25



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