

Prairie Grains

Connecting Agriculture in the Northern Great Plains

Media Kit 2026-27

prairiegrains.com

This magazine connects you to producers and
agribusinesses in our region.



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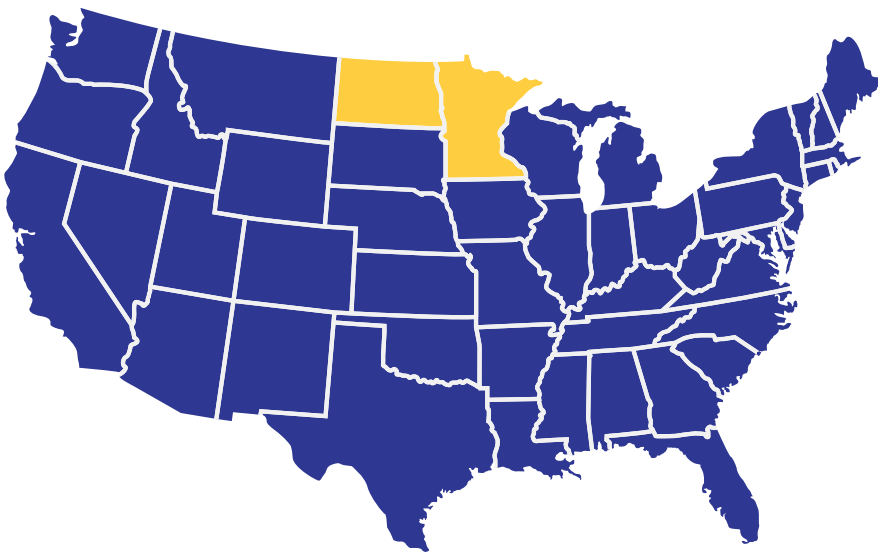
Connecting You To Northern Great Plains Ag

Prairie Grains magazine is the premier publication of the Minnesota Association of Wheat Growers (MAWG). The Prairie Grains magazine serves producers in Minnesota and North Dakota by providing timely, pertinent information to aid in management of their crops. In 2024, this regional magazine was nominated for a National Agri-Marketing Association (NAMA) award for Best Association Magazine and received regional merit honors in 2024 and 2026.

Prairie Grains magazine is published five times a year, (Sept, Dec, Feb & April mail & electronic delivery; June electronic delivery only) reaching association members and producers in the Minnesota and North Dakota region. Included in the publication distribution are industry partners, elected officials and agency departments throughout the readership area.

Content of the magazine is a collaboration of the Minnesota Association of Wheat Growers (MAWG) and the North Dakota Grain Growers Association (NDGGA).

Prairie Grains Magazine Distribution Range



16,500

Number of subscribers throughout
Minnesota and North Dakota

Prairie Grains

Connecting Agriculture in the Northern Great Plains

September 2026

- Minnesota legislative session recap
- MAWG election preview
- Regional check in
- Harvest 2026 recap

December 2026

- Variety trials issue
- Prairie Grains Conference preview
- MAWG elections
- MWRPC elections



February 2027

- Legislative update
- MAWG membership primer
- Spring planting tips/variety selection
- Prairie Grains Conference Highlights

April 2027

- Best of the Best overview
- Legislative update
- Grain marketing tips
- Regional check in
- Wheat export opportunities

June 2027

Electronic issue only

- Regional roundup
- MWRPC checkoff check-in
- Weather outlook

Sept, Dec, Feb & April mail & electronic delivery; June electronic issue only

Prairie Grains Issues & Deadlines

ISSUE

AD DUE DATE

MAIL DATE

September 2026

07/17/2026

08/24/2026

December 2026

10/09/2026

11/23/2026

February 2027

12/11/2026

01/25/2027

April 2027

02/19/2027

03/29/2027

June 2027

05/07/2027

Electronic issue only

Rate Card 2026-27

AD	SIZE	RATE
Full Page - Spread	17 x 11	\$4,495.00
Full Page	8.5 x 11	\$2,400.00
Inside Front Cover	8.5 x 11	\$2,640.00
Inside Back Cover	8.5 x 11	\$2,640.00
Outside Back Cover	8.5 x 11	\$2,900.00
Advertorial	8.5 x 11	\$2,400.00
2/3 Page Vertical	8.5 x 7.00	\$1,635.00
2/3 Page Horizontal	7.375 x 6.5	\$1,635.00
1/2 Page Vertical	3.75 x 9.75	\$1,370.00
1/2 Page Horizontal	7.375 x 4.75	\$1,370.00
1/3 Page Vertical	2.5 x 9.5	\$1,075.00
1/3 Page Horizontal	7.375 x 3.25	\$1,075.00
1/3 Page Square	4.625 x 4.625	\$1,075.00
1/4 Page Vertical	3.65 x 4.75	\$750.00
1/4 Page Horizontal	4.125 x 4.125	\$750.00

2 times - 2% discount
3-5 times - 5% discount
6 times - 10% discount

Prairie Grains magazine offers several additional marketing options that can help highlight your company and products — including **belly bands, wraps, inserts, rip-cards, and more**. These add-on placements are a great way to increase visibility and create a stronger impact with our readers. If you'd like to learn more about these opportunities, our sales team would be happy to share details and recommendations.

Advertising space reservations can be made by the 10th of the month prior to publication. In consideration of the acceptance of the advertisement, the agency and the advertiser must, in respect of the contents of the advertisement, indemnify and save the publisher harmless against any expense arising from claims or actions against the publisher because of the publication of the content of the advertisement.

PRINT INFORMATION

Final publication trim size: **8.5" x 11". This is including the .125" bleed around all edges.**

Please export full and half page ads at the sizes indicated with NO bleed and no important information outside the .5" margin (bleeds are included in the sizes).

Ads smaller than a half page can have important information as close to the edge as desired from the indicated size.

Accepted files include: Print ready **PDF** or **EPS** file. **All artwork and fonts need to be flattened.**

Special services include: cover wraps and polybagging for additional cost.

Prairie Grains reserves the right to refuse any advertising.

Contact Us

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**Minnesota
Association of
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