

PRAIRIE GRAINS
Media
Kit
2009-2010



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CIRCULATION: Delivering your message to 18,000 small grains growers

Prairie Grains Magazine has a well-defined circulation of the top 18,000 small grains growers in Minnesota, the Dakotas and Montana.

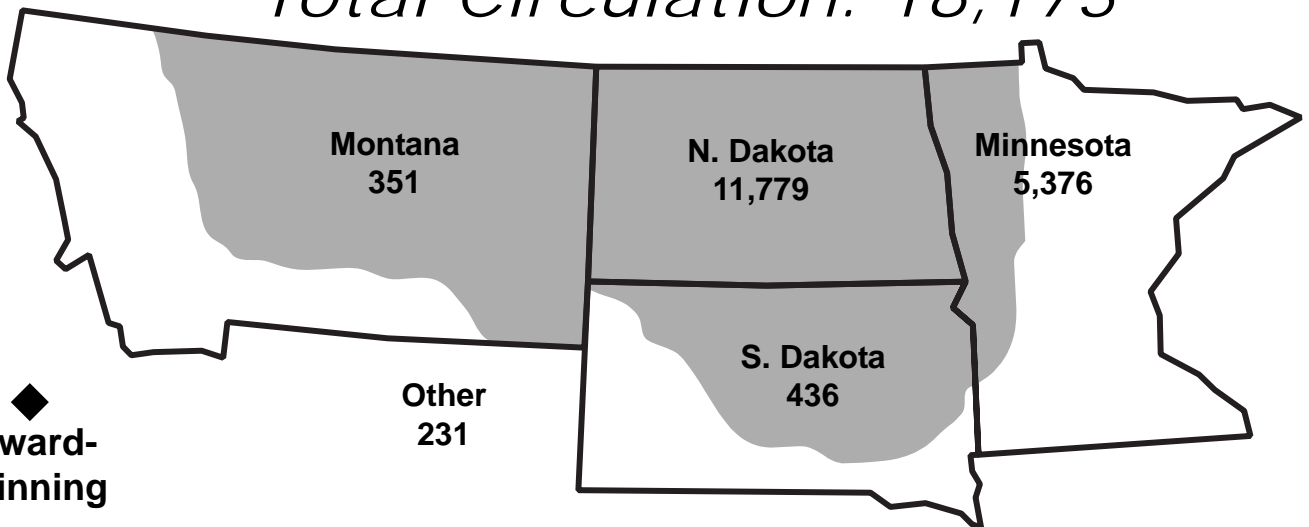
If you need to target your message to decision-makers in small grains production, *Prairie Grains Magazine* is the place to do it.

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 and associate MGGAs 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: 18,173



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Award-Winning

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 in 2000.*

* Source - 2001 *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 November and December of 2006 to allow advertisers a solid look at the audience they'll reach when advertising in *Prairie Grains Magazine*. A full copy of the survey report is available upon request.

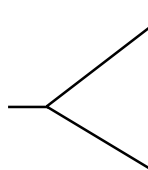
Prairie Grains Reader Profile:

Age: 20% - 20-35
 24% - 36-49
 22% - 50-64
 29% - 65+

Education: 5% - Less than High School
 21% - High School Grad./GED
 27% - Some College
 22% - Assoc./Tech. Degree
 20% - Bachelors Degree
 5% - Graduate Study/Degree

Gross Annual Sales:

15% - Under \$50,000
 17% - \$50,000 - \$99,999
 26% - \$100,000 - \$249,999
 23% - \$250,000 - \$499,999
 11% - \$500,000 - \$999,999
 8% - \$1,000,000+

68% 

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Top-Ten Likely Buys

Prairie Grains readers cite the following as their most likely purchases in the coming year.

- 1) Pickup Truck
- 2) Tillage Equip.
- 3) MD/HD Truck
- 4) 2WD/FWD Tractor
- 5) Grain storage
- 6) Car/Van/SUV
- T-7) ATV
- T-7) Air Seeder Seed Equip.
- 9) Computer
- 10) 4WD Tractor

Prairie Grains Readers on the cutting edge of technology:

71% own a personal computer.
 70% have access to the internet.
 54% own a satellite TV system.
 33% subscribe to cable Television.
 23% subscribe to a satellite delivered news service.

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EDITORIAL CALENDAR: Featuring high-quality editorial content

	<i>ISSUE</i>	<i>RESERVE SPACE BY</i>	<i>MATERIALS DUE ON</i>	<i>RELEASE DATE</i>
	# 101 Mktg Guide '09	July. 31, '09	Aug. 07, '09	Aug. 28, '09
<i>THESE COLUMNS APPEAR EVERY ISSUE:</i>	# 102 Nov/Dec 2009	Oct. 23. '09	Oct. 30, '09	Nov. 20, '09
<i>News & Views from the Wheat & Barley Growers Wheat Foods Council News Prairie Shortcuts</i>	# 103 January 2010	Dec. 16, '09	Dec. 23, '09	Jan. 15, '10
<i>Production Tips by Jochum Wiersma Foresight into Successful Cropping Systems</i>	# 104 February 2010	Jan. 08, '10	Jan. 15, '10	Feb. 05, '10
<i>Grain Market Gleanings Wheat World</i>	# 105 March 2010	Jan. 29, '10	Feb. 05, '10	Feb. 26, '10
<i>Barley Brewings Prairie Ramblings</i>	# 106 April 2010	Feb. 26, '10	Mar. 05, '10	Mar. 26, '10
<i>Taming the Bulls & Bears</i>	# 107 Crop Facts 2010	Mar. 26, '10	Apr. 02, '10	Apr. 23, '10
A Statistical & Graphical Reference of Crop Production Facts.				

For More Information

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