

**PRAIRIE GRAINS**  
**Media**  
**Kit**  
**2010-2011**



# PRAIRIE GRAINS Media Kit 2010-2011

*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.*

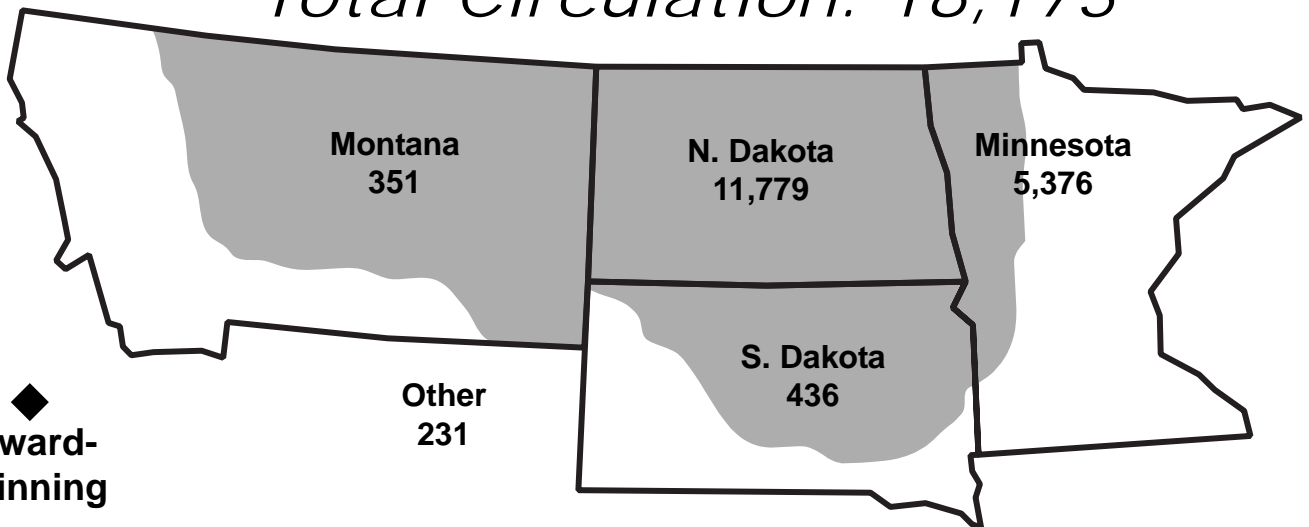
If you need to target your message to decision-makers in small grains production, *Prairie Grains Magazine* is the place to do it.

*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*



◆  
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.*

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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:*

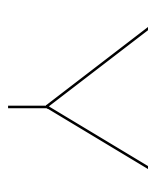
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**Age:** 20% - 20-35  
 24% - 36-49  
 22% - 50-64  
 29% - 65+

**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%** 

◆  
**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:*

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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>
	# 108 Mktg Guide '10	Aug 06, '10	Aug. 12, '10	Aug. 27, '10
<i>THESE COLUMNS APPEAR EVERY ISSUE:</i>	# 109 Nov/Dec 2010	Oct. 29. '10	Nov. 04, '10	Nov. 19, '10
<i>News &amp; Views from the Wheat &amp; Barley Growers</i>	# 110 January 2011	Dec. 24, '10	Dec. 30, '10	Jan. 14, '11
<i>Wheat Foods Council News</i>	# 111 February 2011	Jan. 14, '11	Jan. 20, '11	Feb. 04, '11
<i>Prairie Shortcuts</i>	# 112 March 2011	Feb. 04, '11	Feb. 10, '11	Feb. 25, '11
<i>Production Tips by Jochum Wiersma</i>	# 113 April 2011	Mar. 04, '11	Mar. 10, '11	Mar. 25, '11
<i>Foresight into Successful Cropping Systems</i>	# 114 Crop Facts 2011	Apr. 01, '11	Apr. 07, '11	Apr. 22, '11
<i>Grain Market Gleanings</i>	A Statistical & Graphical Reference of Crop Production Facts.			
<i>Wheat World</i>				
<i>Barley Brewings</i>				
<i>Prairie Ramblings</i>				
<i>Taming the Bulls &amp; Bears</i>				

*For More Information*

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