

PRAIRIE GRAINS
Media
Kit
2011-2012



PRAIRIE GRAINS Media Kit 2011-2012

CIRCULATION: Delivering your message to 20,250 small grains growers

Prairie Grains Magazine has a well-defined circulation of the top 20,250 small grains growers in Minnesota, the Dakotas and Montana.

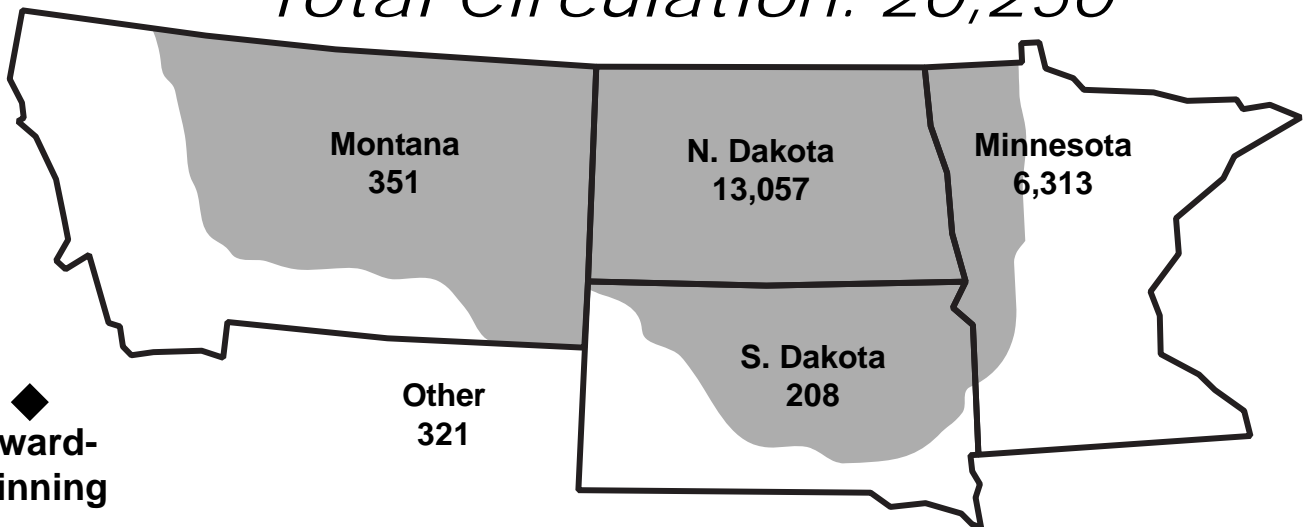
If you need to target your message to decision-makers in small grains production, *Prairie Grains Magazine* is the place to do it.

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: 20,250



◆
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

PRAIRIE GRAINS
Media
Kit
2011-2012

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.

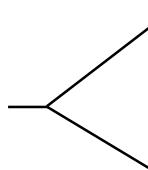
Prairie Grains Reader Profile:

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% 

◆
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.

PRAIRIE GRAINS Media Kit 2011-2012

EDITORIAL CALENDAR: Featuring high-quality editorial content

	<i>ISSUE</i>	<i>RESERVE SPACE BY</i>	<i>MATERIALS DUE ON</i>	<i>RELEASE DATE</i>
	# 115 Mktg Guide '11	Aug 05, '11	Aug. 12, '11	Aug. 26, '11
<i>THESE COLUMNS APPEAR EVERY ISSUE:</i>	# 116 Nov/Dec 2011	Oct. 28, '11	Nov. 04, '11	Nov. 18, '11
<i>News & Views from the Wheat & Barley Growers</i>	# 117 January 2012	Dec. 21, '11	Dec. 30, '11	Jan. 13, '12
<i>Wheat Foods Council News</i>				
<i>Prairie Shortcuts</i>	# 118 February 2012	Jan. 13, '12	Jan. 20, '12	Feb. 03, '12
<i>Production Tips by Jochum Wiersma</i>				
<i>Foresight into Successful Cropping Systems</i>	# 119 March 2012	Feb. 03, '12	Feb. 10, '12	Feb. 24, '12
<i>Grain Market Gleanings</i>	# 120 April 2012	Mar. 02, '12	Mar. 09, '12	Mar. 23, '12
<i>Wheat World</i>				
<i>Prairie Ramblings</i>				
<i>Taming the Bulls & Bears</i>	# 121 Crop Facts 2012	Mar. 30, '12	Apr. 06, '12	Apr. 20, '12
	A Statistical & Graphical Reference of Crop Production Facts.			

For More Information

Tim Dufault, Sales Manager
 Prairie Grains Magazine
 2607 Wheat Drive
 Red Lake Falls, MN 56750
 PH: 218-253-4391
 FAX: 218-253-4460
 E-MAIL: tdufault@prairieagcomm.com

**Marlene
 Graphic Designer**
 Prairie Grains Magazine
 2607 Wheat Drive
 Red Lake Falls, MN 56750
 PH: 218-253-4391 x 23
 FAX: 218-253-4460
 E-MAIL: mdufault@gvtel.com

Accounting • Gail Podenski
 Minnesota Association of Wheat Growers
 2600 Wheat Drive • Red Lake Falls, MN 56750 • PH: 218-253-4311 Ext 12

