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For Immediate Release

AgWeb Selected as One of “10 Great Media Sites”

Philadelphia, PA (June 17, 2011) AgWeb, agriculture’s homepage, was selected for inclusion in BtoB’s *Media Business* magazine’s “10 Great Media Sites” issue. This year’s entries were judged in a number of areas, including successful features launched in the past year; redesign that improved usability; ideas leading to greater social interaction; new tools; and increased traffic.

The honor recognizes AgWeb’s relaunch and complete makeover—changes which have helped make it the most highly trafficked information website in the agriculture industry. Some of the other leading B2B media companies and titles that shared the honor include *The Economist*, Hanley Wood’s Housing IntelligencePro site and CSOonline.com from IDG.

“Receiving this recognition from *Media Business* is a particular honor, because it represents praise from our peers,” said Mitch Rouda, President of e-Media, Farm Journal Media. “*Media Business* is the magazine of record for the B2B media industry, and fellow honorees include the some of the largest business publishers, such as *The Economist* and IDG.”

The magazine praises AgWeb for its increased coverage and interactive tools available to producers, all aimed at enhancing the online experience for its audience: “The site is now running more video programming from the parent company’s television division, such as ‘AgDay TV,’ a 30-minute daily program covering the latest news in agricultural markets, and ‘U.S. Farm Report,’ which runs weekly. The site’s discussion boards now include both video and audio posts.”

The Agweb.com relaunch has also boosted traffic significantly. According to Google Analytics, the site has seen a 50 percent increase in monthly unique visitors between January and May as compared to the same period last year.

Read *Media Business* magazine’s complete [“10 Great Media Sites”](#) article. The section recognizing Agweb.com can also be found by clicking [here](#).

About Farm Journal Media

Farm Journal Media is the nation’s leading agricultural media company. Its magazines are the 134-year-old flagship FARM JOURNAL, TOP PRODUCER, BEEF TODAY, DAIRY TODAY and IMPLEMENT & TRACTOR. The company produces and distributes the “AgDay,” “U.S. Farm Report,” “Corn College TV,” “Leave a Legacy TV” and “Outdoors on the Farm” national TV programs and produces the industry-leading website *AgWeb.com* and the syndicated radio show *Consumer Ag Connection*. Farm Journal Media also licenses detailed industry data through its FarmReach™ database, publishes the *Pro Farmer* and *LandOwner* newsletters, produces numerous large-scale live events and provides extensive custom publishing services.

