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For Immediate Release

Farm Journal Announces Ag Applicator Database

Philadelphia, PA (December 2, 2011) – Farm Journal announces a new compiled database of commercial and private applicators, primarily serving agriculture. The file includes 84,222 records identified as “commercial,” plus 174,549 “private” applicators.

By linking the private applicator names with producer names on the FarmReach file, clients can now target this high-value segment for a variety of agricultural-related equipment and ag-chem products.

“Virtually all of the private applicators are identified – in detail – on our FarmReach database as producers,” said Jeff Pence, Division President. “So, by linking the FarmReach multisourced grower data, we now know which producers are self-applying their ag-chem products.” Pence added, “As a result, and with a high degree of certainty, we can then also accurately ID the other half of the equation – or those growers who contract *out* their chem application.”

In the commercial segment, these licensed individuals are often employees of a local co-op or elevator which provides custom application services that augment chem-product sales.

The FarmReach Ag-Retailer file can also be linked to provide detailed information on many of these commercial businesses.

The company reports that even beyond the purchase of large specialized equipment, these applicators are high consumers of a myriad of specialized products, parts and services.

Contact your Farm Journal database representative for more information on this service.

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” and “Leave a Legacy TV” 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.