

## **For Immediate Release**

### **Farm Journal Announces New Management Structure and Hires**

*Philadelphia, Pa.* (Jan. 4, 2016) — Farm Journal Media CEO Andy Weber announced today a comprehensive new executive management structure following the company's acquisition of Vance Publishing.

Steve Custer, an 18-year veteran of Farm Journal, is promoted to President and Chief Operating Officer (COO) from Executive VP and COO. Custer will continue to run the expanded day-to-day operations of Farm Journal.

Charlene Finck, currently Senior VP of Content Development and a 26-year company veteran, is promoted to Executive VP and Chief Content Officer (CCO). In her new role, Finck not only assumes leadership of all incoming Vance content assets in addition to Farm Journal content, but also heads up a new division called Content Services, which comes with the Vance acquisition, to better partner with the overall agricultural industry to distribute content.

Joe Matthews, Senior VP of Finance, is promoted to Senior VP and Chief Financial Officer (CFO) following the very successful completion of the Vance acquisition in December 2015. Matthews takes on a larger role in Farm Journal's mergers-and-acquisition strategy.

Joining Farm Journal Jan. 12, in the newly created Senior VP and Chief Technology Officer (CTO) role, is Jonathan Burr. Currently, Burr works at Sears' Emerging Technology Group overseeing 120 product and technology developers. Previously, he had succeeding responsibilities with CrossLoop Inc., CISION Inc., SupportSoft Inc. and Accenture. Burr will lead the technology infrastructure integration efforts at Farm Journal while rapidly accelerating the company's competency in data and Agile development.

In addition, the executive search for the new position of Division President, Paid Business Information, is concluding with the expectation a new executive will be named by Jan. 31, 2016.

With these changes, the P&L and Functional reporting structures at Farm Journal Media are aligned under Weber and Custer as follows:

P&L executives reporting to CEO Andy Weber:

- Steve Custer—President and COO
- Jeff Pence—Division President, Broadcast and M&A
- Mitch Rouda—Division President, e-Media
- Ron Wall—Division President, Publishing
- Division President, Paid Business Information (to be named)

Functional executives reporting to President and COO Steve Custer:

- Charlene Finck—Executive VP and CCO
- Will Murphy—Senior VP, Sales
- Joe Matthews—Senior VP and CFO
- Jon Burr—Senior VP and CTO
- VP, Human Resources (to be named)

In announcing the new structure, Weber stated: “The Vance acquisition increases our size by 40% and puts us over a new operating threshold. This new structure has the diverse talent, strength and, most of all, collaborative culture to take the company to more than \$100 million in the next couple of years and continue to grow rapidly beyond that. It’s easily the best team I’ve had the privilege of working with in my 38 years in the media and information business.”

#### **About Farm Journal Media**

Farm Journal Media is the nation’s leading business information and media company serving the agricultural market. The company serves the row crop, livestock, produce and retail sectors through more than 26 branded websites, eNewsletters and phone apps; 11 business magazines; 70 events; six nationally broadcasted television and radio programs; and an array of data-driven paid information products. Among the company’s best-known brands are the pre-eminent 139-year-old Farm Journal magazine; television shows “AgDay” and “U.S. Farm Report;” the industry-leading web portal AgWeb.com; and Farm Reach, the premier database of producer and industry data. Other leading digital, print and data service brands include The Packer (No. 1 in produce), Drovers (No. 1 in beef), Dairy Herd Management (leading franchise serving dairy), GreenBook (the largest database of agricultural chemicals), Ag Professional (No. 1 to ag input retailers), RedBook (a credit rating service for the produce supply chain), Commodity Update (the leading provider of information directly to farmers’ phones), the market advisory service Professional Farmers of America and the Top Producer Executive Network, a national peer-to-peer executive producer advisory program. Farm Journal Media also is the majority shareholder of Machinery Pete LLC, which provides industry analysis and price data for the used farm equipment sector as well as an online marketplace for equipment shopping. In 2011, the company established the Farm Journal Foundation along with its Farmers Feeding the World initiative dedicated to sustaining agriculture’s ability to meet the vital needs of a growing population through education and empowerment.