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The Packer

For Immediate Release

The Packer Doubles Digital Footprint in Produce Market

Lenexa, Kan. (Jan. 16, 2017)—The Packer announced today its fully redesigned daily eNewsletters. The industry stalwart e-publications The Packer Daily and The Packer Pulse are now The Packer A.M. and The Packer P.M.—and both with dramatically expanded distribution.

“We’re recognizing our industry’s swift migration to mobile devices, the demand for more timely information and quicker ‘reads’ of the news,” said Greg Johnson, Editor of The Packer. “The crisp, clean new designs of our daily eNewsletters now take full advantage of technologies that deliver responsive designs on all types of devices, making The Packer’s content far easier to quickly peruse and digest at a desktop, on a tablet or via mobile phone.”

Leveraging the digital and database expertise of Farm Journal Media, The Packer’s parent company, these two eNewsletters will also see a substantial increase in distribution to nearly 45,000 recipients. Names and appended email addresses have been pulled in from sister brands, Produce Retailer and Produce Market Guide, plus other industry sources to create possibly the industry’s largest email database.

The Packer A.M. kicks off with the day’s top stories early at 7 a.m. ET each weekday. The Packer P.M. wraps the news of the day each afternoon at 4 p.m. ET.

Shannon Shuman, Vice President and Publisher added, “With this new design, we’re also bringing better value to our advertisers by delivering their messages in an easy-to-read, uncluttered design and editorial environment that better highlights their message. Plus, the nearly doubling of audience to a substantially larger, yet targeted, audience brings far greater exposure to any advertiser’s message.”

The Packer A.M and The Packer P.M. eNewsletters are free. To learn more or subscribe, go to www.thepacker.com and click on the “Subscribe” button.

About The Packer & Farm Journal Media (www.farmjournalmedia.com)

The Packer, Produce Retailer and the Produce Market Guide are owned by Farm Journal Media. Farm Journal Media serves the row crop, livestock, produce and retail sectors through 26 branded websites, eNewsletters and phone apps; 11 business publications; 70 events; six nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. Farm Journal Media also is the majority shareholder of the online equipment marketplace Machinery Pete LLC. In 2010, the Company established the non-profit, public charity Farm Journal Foundation, which is dedicated to sustaining agriculture’s ability to meet the vital needs of a growing population through education and empowerment.