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For Immediate Release

Kris Carlson Named Division President at Farm Journal Media

Philadelphia, Pa. (Jan. 19, 2016) – Farm Journal Media announced today industry veteran Kris Carlson will join the company to head up the newly formed Paid Business Information Division as Division President. Carlson comes to Farm Journal from a distinguished and progressive 18-year career at Thomson Reuters where he was Global Head of Agriculture.

In leading this new division, beginning Feb. 1, Carlson assumes P&L and aggressive growth responsibilities for all of Farm Journal Media’s non-advertising and promotion-driven products, with the chief objective of exponentially growing the Company’s data-driven subscription products and services business. The nucleus forming the new division will be Farm Journal’s Professional Farmers of America and Database Services divisions, the Top Producer Executive Network and the newly acquired Doane Research and Market Analysis unit, in addition to data sets created from all of Farm Journal Media’s 70-plus brands.

“Kris Carlson brings an impressive track record and totally new DNA energy to Farm Journal,” said Farm Journal CEO Andy Weber. “Kris is a game-changer as we rapidly develop into a business information company—and he fits our collaborative culture and matrix structure very well.”

Prior to Thomson Reuters, Carlson spent six years in sales roles with Bridge Information Services divisions, including Dow Jones and Knight Ridder Financial. A native of Champaign, Ill., Carlson received a Communications degree from DePauw University in Indiana, is married with three daughters and is actively involved in managing two family farms in central Illinois and northern Indiana.

“I look forward to this next chapter with a company whose roots are deep in agriculture,” Carlson said. “We will focus and grow Farm Journal’s paid information business leveraging our trusted content and producer relationships, while meeting the changing needs of today’s agricultural professional.”

About Farm Journal Media (www.farmjournalmedia.com)

Farm Journal Media is the nation’s leading business information and media company serving the agricultural market. Built around the pre-eminent 139-year-old Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through 26 brand websites, eNewsletters and mobile apps; 11 business magazines; 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 is also the majority shareholder of the online equipment marketplace Machinery Pete LLC. In 2010, the Company established the Farm Journal Foundation, a non-profit public charity dedicated to sustaining agriculture’s ability to meet the vital needs of a growing population through education and empowerment.