

For Immediate Release

Farm Journal Announces Strategic Market-Facing Changes

Philadelphia, Pa. (Jan. 20, 2016) – Farm Journal Media announced today a number of key promotions following the company’s acquisition of Vance Publishing.

Matt Morgan, formerly Executive Director, Agribusiness at Vance, is named Vice President, Crop Division where he has P&L responsibility for Farm Journal, Top Producer, Ag Professional and Greenbook franchises, including magazines, websites and events.

Cliff Becker becomes Vice President, Livestock Division, which combines Farm Journal’s and Vance’s livestock businesses into one unit. Becker has P&L responsibility for all magazines, websites and events for the dairy, beef, pork and veterinary brands.

Doug Catt is promoted to Director of Sales, Livestock Division from his previous role as National Account Manager for Farm Journal’s row crop multimedia portfolio.

Stephanie Gable is promoted from a livestock publishing role at Vance to a corporate role as Director of Content Services. She manages a group that works with all divisions at Farm Journal to develop and distribute content and marketing services in the agricultural industry.

Josh Turney is promoted from National Account Manager to National Account Manager/Event Sponsorship Development to oversee an effort to maximize clients’ use of Farm Journal’s 70-plus events.

Doug Edge is promoted to National Account Manager/New Business Development from National Account Manager, heading a team in charge of developing clients in new product categories for the Crop Division.

Scott McMurray, formerly Sales Manager of Ag Professional magazine, becomes a National Account Manager, handling large accounts for Farm Journal Media’s full portfolio of products.

Dan Ulrich, previously Director of Doane Advisory Services and Greenbook Data Solutions, is promoted to Product Manager of Greenbook and Ag Professional magazine in Farm Journal’s newly created Retailer Unit.

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.