

For Immediate Release

Farm Journal Media Launches New Beef Market Strategy

Philadelphia, Pa. (Jan. 28, 2016) – Farm Journal Media unveiled a new beef market strategy today at the National Cattlemen’s Beef Association conference. Under the storied Drovers brand, the new suite of multimedia products will deliver the industry’s largest reach in the cow-calf, stocker and fed cattle segments.

The portfolio will be anchored by a new Drovers magazine, which, starting in June, will deliver a circulation of 250,000 qualified producers, providing 90% market coverage of the stocker and fed cattle segments and, for the first time in industry history, the ability to reach 75% of the cow-calf market with one publication.

The Drovers platform will include the Drovers CattleNetwork website and eNewsletters, as well as weekly Drovers television and radio segments on Farm Journal Broadcast properties. In addition, Drovers’ two Cowboy Colleges will continue to provide cow-calf and feedlot producers with best management practices to ensure the health, performance, quality and profitability of the cattle in their care.

“After closely analyzing the three cattle segments and the strengths of our existing media properties, we developed a portfolio of products that effectively target 90% of the stocker and fed cattle segments and 75% of the cow-calf segment—anchored by the largest reach beef publication to ever serve the industry,” said Cliff Becker, Vice President of Farm Journal’s Livestock Division. “This offers marketers the greatest reach available while delivering the frequency to increase their presence.”

The launch of the all-new Drovers follows Farm Journal’s acquisition of Vance Publishing’s assets in December. As part of an overall strategy, it complements Farm Journal’s existing No. 1 media position in the large row crop, produce and livestock/veterinarian markets and ag retailer segment.

“Since 1873, Drovers has a history of driving the beef market,” explained Greg Henderson, Farm Journal’s Beef Editorial Director. “The passion, leadership and involvement we’ve provided to the marketplace in the past will only be stronger with this all-new Drovers platform.”

About Farm Journal Media (www.farmjournalmedia.com)

Farm Journal Media is the nation’s leading business information and media company serving the agricultural market. Started 139 years ago with the pre-eminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through 26 branded websites, eNewsletters and phone 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 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 dedicated to sustaining agriculture’s ability to meet the vital needs of a growing population through education and empowerment.