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For Immediate Release

Farm Journal Adds New Issue

Philadelphia, Pa. (Jan. 30, 2015)—Farm Journal Media announced today the launch of Farm Journal's newest magazine issue, "Focus on Yields." Mailing in June 2015, "Focus on Yields" will instantly deliver valuable, actionable information to help growers protect their 2015 crop and take yields to a strong finish. This resource issue also will include practical knowledge focused on increasing future yields.

"Adding a June issue extends our ability to give readers more of what they value and advertisers a vehicle to connect with growers in-season," said Charlene Finck, Senior Vice President of Editorial and Content Development. "This is especially important with the tight margins growers face today."

Early summer is a critical point to protect crop yields, and making the right strategic decisions with fungicides, insecticides, sidedress fertilizer and water management are essential to maximizing yields. To help farmers make the best decisions for their crop, "Focus on Yields" will provide relevant content, including: information on corn and soybean yield improvements; educational and instructional tools; key yield bump tips from experts; cross-content on the AgWeb Corn College Microsite; and mobile alerts aligned with content.

More than 190,000 of Farm Journal's largest corn and soybean grower subscribers will receive the newest issue. Copies also will be included in over 1,000 attendee folders at Farm Journal's Corn and Soybean Colleges this summer.

"With the coming launch of this latest issue in June and the newly redesigned Farm Journal that was released last year, our editors and reporters remain committed to providing farmer-identified favorites and are mindful of what underpins Farm Journal's strength: instructional/how-to articles, Farm Journal Test Plots, our respected experts and more," Finck said.

About Farm Journal Media

Farm Journal Media is the nation's prominent agricultural media company. Its magazines include the 138-year-old flagship *Farm Journal*, as well as *Top Producer*, *Beef Today* and *Dairy Today*. The broadcast division produces and distributes national television programs "AgDay," "U.S. Farm Report" and "Corn College TV" and daily radio programs "AgriTalk," "American Countryside" and "Market Rally." The company recently introduced *My Farm Radio*, a 24/7 digital mobile radio channel. The digital division includes web portal *AgWeb.com*, e-newsletters, online marketplace *Cattle-Exchange.com* and Farm Journal Mobile, which includes the *Commodity Update* markets service. Farm Journal hosts a national peer-to-peer advisory program, the *Top Producer Executive Network*. Insider news, policy and market advisory content are offered through the Professional Farmers of America subscription portfolio, which acquired *The Kiplinger Agriculture Letter* in 2014. Machinery Pete, LLC, was launched in 2014 to provide industry analysis and price data for the used farm equipment sector. Farm Journal Media also compiles and licenses detailed producer and industry data through its FarmReach database, hosts more than 70 live events each year and offers custom multimedia integrated marketing services for its clients. 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.