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For Immediate Release

Farm Journal Media Hires National Account Manager for Livestock Division

MISSION, Kan. (Feb. 5, 2014) — Farm Journal Media welcomes Dee Weeda to its livestock division as National Account Manager.

Weeda was previously Senior Public Relations Manager for Broadhead and has held positions at McCormick Company, Meyocks & Priebe Advertising and her own marketing and communications consulting company.

“Dee brings extensive agricultural marketing experience to the position, having worked closely with a number of the top animal agriculture companies in the industry,” said Cliff Becker, Vice President and Publishing Director. “With that experience, Dee brings solid relationships and a reputation for being client-focused, strategic, creative and knowledgeable...everything our clients are looking for in a partner.”

Weeda’s industry involvement includes national chair positions in the National Agri-Marketing Association (NAMA), Southwestern Community College agricultural advisory board, 4-H and FFA. She also has hands-on experience in the commercial and registered beef cattle business. Dee’s experience and passion for agriculture exemplifies Farm Journal Media’s “dirty boots” approach. A graduate of Kansas State University, she doubled majored in communications and animal science.

Farm Journal Media’s livestock division continues to invest and expand its offerings to livestock management operations through *Dairy Today*, *Beef Today*, *Beef Today’s Cattle Exchange*, “*AgriTalk*”, “*AgDay*”, *BeefToday.com*, *DairyToday.com*, email newsletters and live events.

About Farm Journal Media

Farm Journal Media is the nation’s leading agricultural media company. Its magazines are the 137-year-old flagship *Farm Journal*, *Top Producer*, *Beef Today*, *Dairy Today* and *Implement & Tractor*. The company produces and distributes “*AgDay*,” “U.S. Farm Report,” “*Corn College*” and “*Leave a Legacy*” national TV programs. The company produces the industry-leading website *AgWeb.com*, two syndicated radio shows, “*AgriTalk*” and “*American Countryside*,” and recently launched two new divisions, Farm Journal Mobile and Top Producer Executive Network™--a national peer-to-peer advisory program for executive farmers and ranchers. Farm Journal Media licenses detailed industry data through its FarmReach database, publishes the *Pro Farmer* and *LandOwner* newsletters, produces numerous large-scale live events and provides extensive custom-publishing services.