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For Immediate Release

AgWeb Hits New Record Traffic Numbers

Rosemont, IL (Feb. 6, 2013) — Superior content, engaging tools and resources, and timely news continue to fuel AgWeb.com’s popularity within the agricultural industry. More than 465,000 unique users accessed Farm Journal Media’s industry-leading website in January 2013, the largest unique visitor number in the website’s history. AgWeb also delivered more than 5 million page views in January, its second highest page count ever—surpassed only in July 2012 amid summer drought fever.

AgWeb has long had the largest online audience in the industry, but its January numbers show the dominance is increasing. January traffic scores for the website are up more than 30% year-over-year in page views and visit sessions.

“These numbers are a real vote of confidence from America’s farmers,” said Mitch Rouda, President of Farm Journal eMedia. “We know they find AgWeb extremely valuable to their everyday operations.”

According to HitWise, an independent measurement service that tracks competitive site traffic, AgWeb garnered 62% of the audience accessing news and information sites about agriculture (a field of six). The next largest site had a 14% share.

“The entire editorial team across Farm Journal Media is passionate about serving the industry and enriching the AgWeb experience,” said Boyce Thompson, Editorial Director of AgWeb. “The recent milestones are indicative of our passion to serve the industry and of our collective teamwork across multiple divisions.”

About Farm Journal Media

Farm Journal Media is the nation’s leading agricultural media company. Its magazines are the 135-year-old flagship FARM JOURNAL, TOP PRODUCER, BEEF TODAY, DAIRY TODAY and IMPLEMENT & TRACTOR. The company produces and distributes the “AgDay,” “U.S. Farm Report,” “Corn College TV” and “Leave a Legacy TV” national TV programs and produces the industry-leading website *AgWeb.com* and the syndicated radio show “AgriTalk.” Farm Journal Media also 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.