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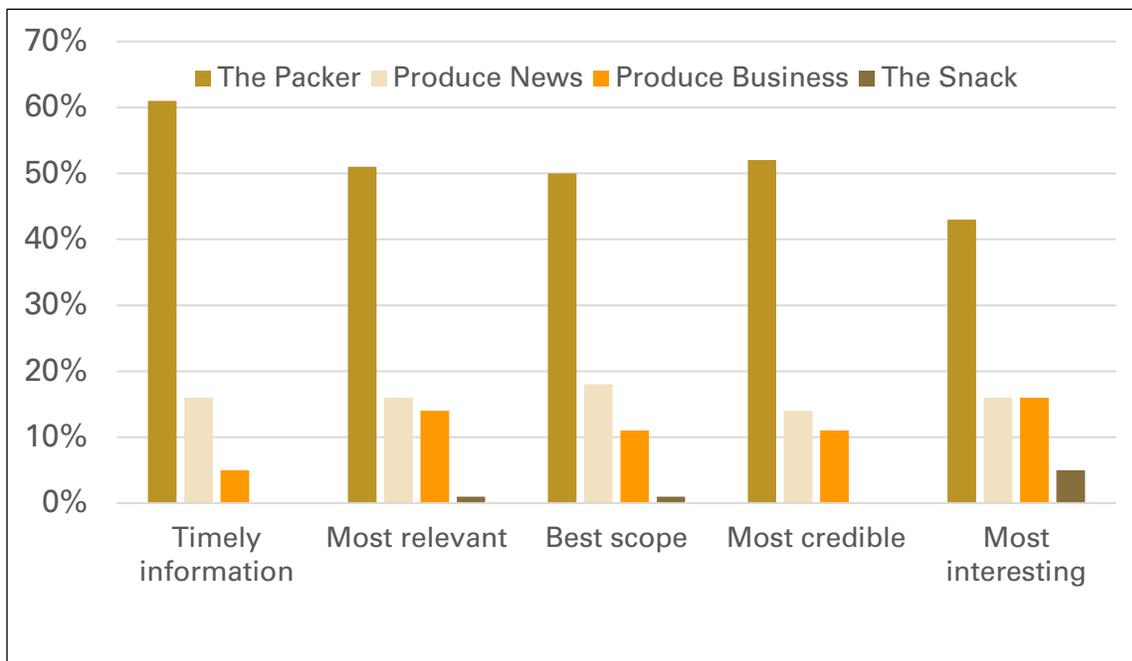
The Packer

For Immediate Release

The Packer Brand Dominant According to Readex Research

Lenexa, Kan. (Feb. 6, 2017)—The Packer released the results of a new readership and brand study completed by Readex Research. The study, commissioned by Farm Journal Media, shows dominant audience reach, reader trust and preference for The Packer brand among other media published in the produce sector.

“This survey reports that industry professionals see The Packer as the authoritative voice of the produce industry providing the best content measured by timeliness, relevance, scope, credibility and interest,” said Greg Johnson, Editor. “Our dedication to the weekly publication—plus timely digital content—clearly resonates with our audiences. It’s gratifying to see that our hard work and high quality has so much value.”



Key results from the Readex Report include:

- **Audience:** The Packer reaches a largely unduplicated audience. Competitive publications are largely a secondary read.

- **Readership:** Thirty-five percent read The Packer exclusively versus 7% for The Produce News and only 5% for Produce Business.
- **Preference:** The Packer, regardless of whether in print or digital formats, is overwhelmingly preferred. According to the research, “If I could only read or access one ...”
 - Publication: 60% say it would be The Packer
 - Website: 50% say it would be www.ThePacker.com
 - eNewsletter: 45% say that it would be The Packer daily eNewsletters
- **Priority:** The survey also shows unequivocally that readers will open and read The Packer first—making all other publications redundant and significantly “less read.”

The Q4 2016 study was compiled from over 830 completed email surveys representing a broad cross-section of produce information consumers throughout the industry, including both print-only and digital-only users. The scale of the survey allows for detailed analysis for a variety of audience categories.

Shannon Shuman, Vice President and Publisher, commented, “The produce community has long acknowledged the prominence and strength of The Packer brand and content. But we were actually pretty surprised with the magnitude of the lead over other content providers, whether in print or online. The produce industry clearly looks to The Packer first and foremost as the ‘go-to’ reliable foundational content-supplier to the produce market.”

The company added that this study was completed before increasing The Packer’s circulation from 13,000 to 18,000 print subscribers, and increasing eNewsletter distribution from 25,000 to nearly 45,000, both of which are projected to further increase market coverage and penetration.

For more information on the study, please contact Shannon Shuman at sshuman@thepacker.com.

About The Packer & Farm Journal Media (www.farmjournalmedia.com)

The Packer, Produce Retailer and the Produce Market Guide are owned by Farm Journal Media. Started 139 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through 26 branded websites, eNewsletters and phone apps; 11 business publications; 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, which is dedicated to sustaining agriculture’s ability to meet the vital needs of a growing population through education and empowerment.



About Readex Research

Readex Research is a leading survey research firm serving business-to-business media, publishing firms, associations, corporate clients and other market research organizations with proprietary and customized survey projects. Founded in 1947, the company serves clients throughout the U.S., Canada and the UK.