

For Immediate Release

Farm Journal Media Continues Legacy of Editorial Excellence

Philadelphia, Pa. (Feb. 20, 2015)—Farm Journal Media announced today its five Neal finalists for the American Business Media's 61st Jesse H. Neal National Business Journalism Awards. Known as business-to-business media's most prestigious and sought-after editorial honors, the Jesse H. Neal Awards recognizes the best content across stand-alone and multimedia channels.

Chosen from an illustrious group of business-to-business media across industries, Farm Journal Media has finalists in the following categories:

- Best Instructional Content: "9 Ways to Cut Input Costs without Sacrificing Yield," Farm Journal
- Best Instructional Content: "Instructional Marketing Content," Top Producer
- Best Instructional Content: "Water Management," Farm Journal
- Best Cross-Platform Package: "Farming 2025/Farm of the Future," Farm Journal
- Best Technical Content: "Technical Marketing Content," Top Producer

"Farm Journal Media has a long-standing history of being recognized for its superior and relevant content," said Charlene Finck, Senior Vice President, Editorial Content at Farm Journal Media. "The foundation of Farm Journal and Top Producer, our industry-leading magazines, is to provide essential information and tools necessary for our readers to better manage their operations. Having three finalists in the Best Instructional Content category is especially gratifying because it confirms that our editorial team is providing exceptional instruction to producers and agriculture professionals."

Farm Journal Media has won more Neal awards than any other media serving agriculture. Previous Neal recognition of Farm Journal Media's content includes two Grand Neal Awards (2011 and 2005) and one runner-up Neal Award, joining a short list of only four other companies to have won more than one Grand Neal in the history of the contest. Other recent Farm Journal Media Neal Awards include Best News Coverage and Best Website (2014) and five awards for Best Profile, Best News Coverage, Best Instructional Content, Best Website and Best Use of Social Media (2013).

Finalists for this year's Jesse H. Neal competition can be viewed by [clicking here](#). Winners will be announced March 27 in New York City.

The Jesse H. Neal Awards, called "the Pulitzer Prize of the business media," are the industry's most prestigious and sought-after editorial honors. Named after American Business Media's first managing director, who remained active in promoting the business media throughout his life, the Neal Awards were established in 1955 to recognize and reward editorial excellence in business media publications. Past Neal winners and finalists have tackled controversial topics including corruption, kickbacks and political conflicts of interest.

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.