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## **For Immediate Release**

### ***AgWeb's Email Opt-In Lists Hit New Highs***

*Rosemont, IL (March 6, 2013)* — The steadily growing reach of AgWeb's email list has pushed the count of opt-in users well past the 200,000 recipient mark following long-term and ongoing investments in audience development made by the company over the last two years. A record 216,000 have now requested to receive at least one email-based product from AgWeb. Full demographics are available on most email list subscribers, and direct commercial sends have now been permitted by more than 186,000.

While lists have grown quickly, open-rate and engagement statistics have also been soaring. "Our must-read newsletters have enviable open rates between 20 and 30 percent, significantly ahead of industry norms," said Mitch Rouda, President of Farm Journal eMedia. AgWeb's "AgWeb Market Weekly" continues to lead the family of newsletters in both receivership and open rate, with more than 160,000 subscribers.

AgWeb currently offers six daily and weekly eNewsletters with information focusing on agricultural news, commodity markets, agronomy, dairy production, cattle news and classifieds, and more. The demographic data built into the names file for each subscriber drives the addition of many special-interest inserts that customize the newsletters for each recipient based on their size, location, interests and crops grown. Extra content and advertising is delivered related to corn, soybeans, precision agriculture, machinery, irrigation and more.

"Given the big expansion of our email lists capabilities, it is no wonder that advertising and direct commercial sends supported by these lists have jumped nearly 50% year-over-year," said James Arnold, VP of Sales and Operations for AgWeb.

#### **About Farm Journal Media**

Farm Journal Media is the nation's leading agricultural media company. Its magazines are the 136-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.