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For Immediate Release

Farm Journal Media's Livestock Division Expands

Kansas City, MO (Mar. 8, 2013) — Farm Journal Media welcomes two additions to the livestock division. Patty Jolliffe joins as National Account Manager and Cachet Hancock as Marketing Communication Manager.

Jolliffe previously worked as Account Manager for Zillner and has held positions at various agencies, including Nicholson Kovac Inc., BKV Inc. and Osborn Barr.

“Patty brings broad agriculture marketing experience, having worked closely with a number of top ag companies and several leading agencies,” said Bill Newham, Vice President, Livestock Publisher. “That experience promises to serve our customers extremely well in helping them select from the broad array of marketing communications products Farm Journal Media offers.”

Jolliffe has spent many years developing long-lasting relationships in the industry and has been a proven leader in achieving performance metrics that align with company objectives.

Hancock comes from Concorde Career Colleges where she was the Corporate Communications Specialist. She has held various marketing positions, including work with Cessna Aircraft Company and an internship with the White House in the Office of the First Lady.

“Cachet’s rural Kansas background and excellent marketing credentials are a great fit for Farm Journal Media as we continue to expand our commitment to the livestock industry,” Newham stated.

Hancock has a business degree from Wichita State University where she doubled-majored in entrepreneurship and international business and minored in marketing and management. Cachet brings with her a passion to grow and develop businesses that can strategically affect the marketplace.

Farm Journal Media’s expanded investment in the livestock sector, including the 2012 launch of Cattle-Exchange.com, has necessitated these new additions to the team. The livestock division continues to invest and expand offerings to beef management operations through *Beef Today*, *Dairy Today*, eNewsletters and free websites such as Cattle-Exchange.com.

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.