

For Immediate Release

Farm Journal Media's AgWeb.com Finalist in min Awards

Philadelphia, Pa. (March 13, 2015)—Farm Journal Media has been recognized again and is a finalist in this year's Best of the Web and Digital Awards in the redesign category for their *AgWeb.com* platform. Farm Journal's *AgWeb.com* is the only agricultural finalist in the field of redesign. Other finalists in the category include Sports Illustrated, Taste of Home and *GreenBiz.com*.

"*AgWeb.com* is a robust, wide-ranging website for America's farmers, ranchers and agribusiness professionals," states Charlene Finck, Senior Vice President of Editorial and Content Development for Farm Journal Media. "It is the largest online information resource for farmers, commanding more than 50% of all page views in its category and engaging more than 500,000 unique monthly visitors."

With the redesign, *AgWeb.com* features continuous news updates throughout the day, a weather dashboard that provides ag-specific and highly local data, extensive commodity-market coverage and a full complement of business and profit management tools.

"Forty percent of *AgWeb.com*'s audience uses a smartphone or tablet to access the website," states Mitch Rouda, Digital Division President for Farm Journal Media. "One of the key goals for the redesign was to make *AgWeb.com* even easier to access from a mobile device. Since the redesign, *AgWeb.com*'s mobile page views have nearly doubled."

Another major goal was to make the site easier to navigate. User testing prior to launching indicated that busy farmers found the old design cumbersome and cluttered. The new design organizes content into more accessible topic areas and includes drop-down navigation, allowing users multiple entry points to easily find what they are looking for.

Min's Best of the Web and Digital Awards breakfast will take place on May 11, 2015, in New York City. A full list of finalists can be found by [clicking here](#).

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.