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For Immediate Release

Agricultural Marketing Veteran Duane Robison Returns to Farm Journal Media

Lenexa, Kan. (March 19, 2018)—Farm Journal Media announced the return of agricultural marketing veteran Duane Robison to the company. Robison assumes the role of Enterprise Account Director/Rural Business Development.

Robison is a seasoned sales and marketing professional bringing 40 years of extensive management, advertising and promotion experience. He has broad knowledge of all aspects of reaching consumers, including sales, marketing, retail and wholesale.

Robison previously spent 10 years as a National Account Manager and Event Sales Manager with Farm Journal Media where he was consistently the company's top overall sales manager. During his previous tenure, Robison was responsible for developing and selling integrated multimedia campaigns using print, digital, television and events across multiple channels to agencies and directly to clients, including Monsanto, John Deere, DuPont, Bayer, BASF, AGCO, Shell and Dow. Most recently, he was Vice President of Sales for agriculture, equine and rural at Carbon Media Group's AgHub.

"We are thrilled to have Duane's multimedia expertise back on our team," said Will Murphy, Senior Vice President of Sales. "Duane did incredible work for us a few years back and we know he will provide that same level of exceptional solution-selling services his customers were accustomed to."

Robison, who earned a bachelor's degree in speech communications from the University of Northern Iowa, is based out of the Chicago office. He will report to Murphy.

About Farm Journal Media (farmjournalmedia.com)

Farm Journal Media is the nation's leading business information and media company serving the agricultural market. Started 140 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 magazines; 70 events; five 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 dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.