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## **For Immediate Release**

### ***Machinery Pete's YouTube Channel Breaks Viewing Record***

Chicago, Ill. (March. 30, 2017)—Today Machinery Pete, the industry's leading used farm equipment listing website, announced its YouTube channel reached over 9 million views. This unique video channel has successfully captured the attention of farm enthusiasts across the country and internationally.

"I am excited and humbled to see the audience for Machinery Pete YouTube videos continue to grow," said Greg Peterson, Founder of Machinery Pete. "When I started posting videos back in 2009, I wanted to give the farm audience better video content. The encouraging, positive and thankful notes I get daily from farm folks all over the world who enjoy watching our videos continues to motivate me to push forward."

Since the channel's inception in August 2009, viewers have spent 31 million minutes watching Machinery Pete videos. In the past three months, the channel added 59 new videos to its library of 791. With an active audience of nearly 13,000 subscribers, the channel continues to grow. Farmers turn to Machinery Pete for all their used farm equipment needs, with nearly half a million searching for equipment on *MachineryPete.com* every month.

Machinery Pete's YouTube videos follow Greg Peterson as he travels across the country showcasing innovative farm equipment dealerships, live auction action and stories from machinery collections. These videos use a wider lens as Peterson highlights the life of everyday farmers and their love of tractors.

#### **About Machinery Pete LLC ([www.machinerypete.com](http://www.machinerypete.com))**

*MachineryPete.com* is the premier online destination for farmers and dealers, providing a comprehensive farm equipment search experience. The site offers access to the industry's leading auction database of more than 500,000 prices sourced through a curated network of more than 1,000 auction firms. *MachineryPete.com* offers farm equipment dealers innovative marketing solutions to get their listings front and center to a growing, targeted farm audience, including online advertising, market intelligence and analytics. The most trusted name in farm equipment, Machinery Pete regularly provides trend analysis and stories from across on the industry on the Machinery Pete blog and across social media—now with more than 100,000 followers. In 2014, Farm Journal Media bought a majority interest in Machinery Pete, and the two companies have partnered to combine their experience and reputation to engage and provide measurable value to both farmers and dealers.

#### **About Farm Journal Media ([www.farmjournalmedia.com](http://www.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.