

## **For Immediate Release**

### ***Farm Journal Adds New Division President***

*Philadelphia, PA* (March 31, 2014)—Farm Journal Media announced today that accomplished B2B media veteran Ron Wall will join the company as Division President. Wall fills an expanded role at Farm Journal, left open when Steve Custer was promoted to Executive Vice President/Chief Operating Officer in 2013, and assumes responsibility for the company's magazines, branded events and database-driven solutions.

"I've known Ron to be one of the most successful, forward-thinking B2B media executives in our business for the past 15 years," said Farm Journal Media CEO Andy Weber. "He has significantly grown print, online and database solutions businesses at every stop in his career. He strengthens an already strong executive team at Farm Journal."

In Farm Journal's matrix management structure, Wall and other division presidents Jeff Pence and Mitch Rouda directly report to Weber for strategic growth initiatives while having a dotted line to Custer for day-to-day operations.

"Ron's performance track record is exemplary, but he's also known for his integrity, team-play and ability to develop talent," Custer added. "He fits our culture extremely well and will be a key driver as we look to double the size of the company again during the next five years."

Wall brings more than 20 years of C-level and senior management experience to Farm Journal, running businesses from \$20 million to \$400 million in size at PRIMEDIA, Ascend Media, UBM Canon, and until joining Farm Journal, as executive vice president at B2B media giant, Advanstar Communications—where he oversaw the veterinary, pharmaceutical and science divisions. Ron also contributes deep experience in making and integrating acquisitions.

"Farm Journal's 100 plus-year reputation of producing leading products for the agricultural community has been known throughout my entire career," Wall said. "It is an honor to join this team. The depth and breadth of multiplatform products—print, digital, TV, radio, events, data and social—that their management team has created is exceptional and unique in B2B media. Beyond that, the collaborative team environment is very appealing to me. It will be challenging and fun to continue Farm Journal's success in an industry so important worldwide."

Wall is an active member of the American Business Media association, sits on the board of directors for BPA International, serves on the board of advisers for WATT Worldwide Media and has served in the same role for Bobit Business Media. Ron is a graduate of the University of Missouri's School of Journalism. He is married with four children and is a sports enthusiast with a particular love of baseball and all Mizzou sports.

### **About Farm Journal Media**

Farm Journal Media is the nation's leading agricultural media company. Its magazines are the 138-year-old flagship *Farm Journal*, *Top Producer*, *Beef Today*, *Dairy Today* and *Implement & Tractor*. The company produces and distributes "AgDay," "U.S. Farm Report," "Corn College" and "Leave a Legacy" national TV programs. The company produces the industry-leading website *AgWeb.com*, syndicated radio shows, "AgriTalk," "Market Rally" and "American Countryside," and recently launched two new divisions, Farm Journal Mobile and Top Producer Executive Network™—a national peer-to-peer advisory program for executive farmers and ranchers. Farm Journal Media 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.