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For Immediate Release

Farm Journal Media Expands Its Mobile Platform Offerings

Rosemont, Ill. (April 16, 2013)—Farm Journal Media announces further growth of its mobile services to better serve farmers on their mobile devices, also making it easier for agrimarketers to reach to producers through mobile channels. The platform will now be referred to collectively as Farm Journal Mobile and will be part of the company's eMedia division.

Since December when Farm Journal Media acquired the majority interest in Commodity Update (the leading mobile media company serving agriculture), the company has actively sought ways to expand its wide range of mobile marketing solutions that benefit producers and the companies that do business with them.

"As technology changes, so are the latest methods of reaching our audience," said Mitch Rouda, president of Farm Journal eMedia. "Staying connected to them demands that we deliver top content through mobile devices, which farmers carry ubiquitously. Ninety-seven percent of farmers take their phones with them each day, half have smartphone devices and about 40% of commercial producers already own tablets."

"Farm Journal Mobile represents the most robust lineup of mobile marketing products in agriculture, and we are continually seeking to enhance and add to our services," said Joel Jaeger, CEO of Commodity Update and executive lead for Farm Journal Mobile.

Farm Journal Mobile offerings include Commodity Update's Sponsored Subscription Services, Commodity Update's Targeted Mobile Messaging Programs, Farm Journal PULSE (the company's text-based polling service), AgWeb Smartphone and Tablet Programs, and the AgWeb mobile-optimized website, which already represents nearly 20% of AgWeb's total traffic. Each of these components is a market leader in the respective categories. Complementing the increased usage of cell phones, smart phones and tablets, these Farm Journal Mobile services are instantly reaching producers.

New products now offered by Farm Journal Mobile include T-Blasts and Mobile-4-Media. T-Blasts are geo and demo-targeted, on-demand mobile messaging campaigns that offer clients customizable options for delivering specific content to precise groups of recipients on a local or national level. Mobile-4-Media offers four interactive ways to integrate mobile into a media mix, deliver more content and value to growers, and offer a better ROI for advertisers. Text-to-Learn, Text-to-Win, Text-to-Answer, and Text-for-Offer are all mechanisms designed to create a longer engagement between producers and advertisers. T-Blasts and Mobile-4-Media can be delivered via SMS (text) or MMS (logos/videos/audio/text) messaging, and neither option requires the end user to own a smartphone or a data plan.

The mobile offerings of AgWeb.com and Commodity Update have reinforced Farm Journal Media's leadership position in electronic media channels. Commodity Update is the largest

mobile platform in ag with more than 75,000 subscribers. An equal number use Farm Journal or AgWeb apps and mobile websites. The company's mobile-text-message-based flash-polling application, the Farm Journal Pulse, was recently awarded the Jesse H. Neal Award (the Pulitzer Prize of business-to-business publishing) in the social media category.

About Farm Journal Media

Farm Journal Media is the nation's leading agricultural media company. Its magazines are the 137-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*, the syndicated radio show "AgriTalk" and recently launched a new division, Farm Journal Mobile. 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.