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For Immediate Release

AgPro Expands Influencer Reach Across All Media Platforms

Lenexa, Kan. (April 24, 2017)—Farm Journal’s AgPro, the No. 1 brand in the retail market, announced today it has increased total magazine print circulation by 10% to 25,250 readers—20% more than any other media brand serving the ag retail sector.

With that investment, AgPro boasts the largest influencer reach in the market. More than 89% of the targeted audience is retailers/dealers/distributors, custom applicators, consultants and farm managers—35% more retailers than any other ag retail publication. The total audience represents 20% more influencers overall and 10% more specifically in the 12 North Central states. In addition, the magazine has a strong reach with specialty and row-crop markets in the Southeast, Texas and California.

“Over the past year, we have made important investments in AgPro to make it the gold standard in the industry, and these numbers confirm that,” said Matt Morgan, Vice President, Digital and Retail. “The increase in influencer reach, our new magazine design and our explosive multimedia expansion ensure that we will continue to provide valuable content that can help retailers across all mediums.”

In addition to AgPro’s growing presence in print, digital page views now exceed 175,000 per month, and the brand’s loyal Twitter followers have topped 33,500. AgPro remains the only brand that can access retailers with mobile messaging. The brand is also hosting a retailer training event this summer and playing a leadership role in Farm Journal’s new AgTech Expo, launching this December in Indianapolis.

“AgPro provides agronomic and business management solutions that help our audience identify practical ways to increase their productivity and assist in the profitability of their grower customers,” said Rhonda Brooks, AgPro Editor. “The magazine’s new design centers on practical, actionable information for AgPro readers while our unparalleled multimedia capabilities allow us to engage and serve the audience with the content they need, where they need it.”

AgPro continues to be a proud partner of the Ag Retailers Association, National Alliance of Independent Crop Consultants and The American Society of Farm Managers and Rural Appraisers.

About Farm Journal Media (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; six 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, which is dedicated to sustaining agriculture’s ability to meet the vital needs of a growing population through education and empowerment.