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For Immediate Release

Farm Journal Media Wins Two SIPAwards

Washington, D.C. (June 19, 2014)—The Specialized Information Publishers Association (SIPA), a division of the Software & Information Industry Association (SIIA), named Farm Journal Media as a first-place winner twice at an evening reception for its annual SIPAwards competition for excellence in editorial writing and marketing in downtown Washington, D.C., on Thursday, June 5.

Held at the Capital Hilton in D.C., SIPAward winners accepted their accolades during the reception. According to Luis Hernandez, vice president of SIIA's SIPA division, "Winning a 2014 SIPAward is an especially impressive achievement given that there were 187 entries, and nearly 20 judges—all esteemed industry veterans—taking part this year."

Farm Journal Media received first place recognition for "Best Marketing Launch for a New Product" for its Farm Journal Education Series, and the company's *Pro Farmer* division received first place for "Best Live Event Marketing" for its 2013 Midwest Crop Tour campaign.

SIIA is the leading association representing the software and digital content industries with approximately 800 member companies worldwide. [Click here](#) to view a complete list of 2014 SIPAward winners.

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.