

## **For Immediate Release**

### ***AgWeb E-mail Database Passes 250,000 Milestone***

*Philadelphia, Pa.* (June 20, 2013) – The first half of 2013 continues to see significant growth to the AgWeb/Farm Journal eNewsletter and eMarketing database following equally strong growth in 2012.

AgWeb increased its overall eNewsletter subscription base by 34% since Dec. 31, 2012, and has grown a dramatic 140% since Dec. 31, 2011—bringing the total number of customers receiving at least one Farm Journal eNewsletter product to 259,000. Open rates have increased at the same time, with an average open rate now at 20%.

Meanwhile, AgWeb increased the “knowledge” behind its subscriber base significantly with more than 90% of the database containing contact and demographic information such as crops, livestock raised, agricultural involvement, technology use, brand preference, event registration and a wealth of additional information.

“We have a highly engaged and dynamic audience,” said Robert Boling, vice president of audience development. “And we are leading the industry in our ability to customize content and modeling based on audience behaviors and demographics. Our comprehensive database is the foundation of that, and we use it to target via print, online, mobile phones and through e-mail and conduct predictive analysis,” added Boling.

AgWeb makes its list available for direct client sends, as well. The client opt-in list has seen an equally impressive increase and now includes 215,000 potential recipients.

The continued advance in e-mail numbers and increased depth of information about that audience strengthens AgWeb’s ability to deliver highly sophisticated and hyper-targeted digital campaigns. “Every day, AgWeb uses our proprietary data to help clients cost-effectively connect with precisely the right customers at precisely the right time,” explained Mitch Rouda, president, Farm Journal eMedia.

#### **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.