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For Immediate Release

Pro Farmer Named 2013 SIPAwards Winner

Cedar Falls, Iowa (June 24, 2013) – Professional Farmers of America, a division of Farm Journal Media, was recently named the first place winner of 2013's Best Sales Campaign at the Specialized Information Publishers Association (SIPA) annual SIPAwards competition for excellence in editorial-writing and marketing in Washington, D.C.

Pro Farmer's winning entry, "Free Trial Text Messaging Campaign," partnered with Commodity Update to deliver a targeted text message while integrating traditional marketing channels to expand the conversation for individuals interested in the offer that the text message provided.

Chuck Roth, Pro Farmer senior vice president, stated, "The text messaging sales campaign really showcased all of the various channels Farm Journal Media can deploy to execute a successful campaign. From texting, mail, e-mails, traditional media and personal calls, we were able to reach our customers through their preferred communication channels."

SIPA is the international trade association dedicated to advancing the interests of paid content providers serving niche communities. Its 2013 SIPAwards competition named 21 first place winners out of 203 entries.

About Professional Farmers of America

Professional Farmers of America is based in Cedar Falls, Iowa, and publishes the nation's largest news and market advisory newsletter, *Pro Farmer*. The company also publishes a seven-times-daily e-mail market advisory service, *Pro Farmer Today*, the *LandOwner* newsletter, *Inputs Monitor*, voice and text alert services, and a marketing educational series. The organization is also known for its seminars and live events, including the Pro Farmer Midwest Crop Tour.

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, produces numerous large-scale live events and provides extensive custom-publishing services.