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For Immediate Release

AgriTalk Adds SiriusXM and Two Farm Radio Powerhouses

South Bend, Ind. (July 2, 2013) — Farm Journal Media announces significant developments in its national distribution of the “AgriTalk” radio show. Starting in July, “AgriTalk” will be carried on the new Rural Radio Channel on SiriusXM, plus KFRM-AM in Clay Center, Kan. These are in addition to KMA-AM of Shenandoah, Iowa, which began airing the program April 15th. KNDK-AM in Langdon, N.D., and KMBS-AM in West Monroe, La., are also new affiliates in recent weeks.

With this expanded coverage, “AgriTalk” is the largest radio program serving agriculture.

“These new carriage partners dramatically increase the reach of ‘AgriTalk’,” says Brian Conrady, vice president and general manager of Farm Journal Media’s Broadcast Division. “The program now has more than 30% coverage of all households in the U.S. More important for our core advertisers, ‘AgriTalk’ now covers well over half of all corn, soybean and wheat acres.”

RFD-TV’s new Rural Radio Channel launches on SiriusXM, channel 80, on July 15th, and will include “AgriTalk” each weekday at 2:00 pm Eastern. SiriusXM has 24.4 million subscribers, including 2.2 million subscribers in Canada. According to a custom survey by Ag Media Research (AMR), 27% of Midwest farmers with 500+ acres have SiriusXM. SiriusXM research shows that listenership is stronger with higher income subscribers, and AMR research indicates that larger income producers also listen more.

KFRM-550 AM in Clay Center, Kan. is recognized as a dominant station across most of the state, with some 120,000 square miles of coverage. “Because of KFRM’s commitment to full-time farm talk and news, we are constantly on the lookout for quality farm programming,” commented Kyle Bauer, general manager, KFRM. “I know Plains farmers will enjoy the addition of ‘AgriTalk’ to our line-up. The enhancements Farm Journal has made to the show are obvious.”

Based in southwestern Iowa, KMA-960 AM is one of the top five stations serving agriculture in Iowa. Dean Adkins, KMA’s agriculture director, remarked, “I appreciate ‘AgriTalk’ for its professionalism and relevancy when it comes to topics in agriculture our listeners desire most. Ag news of the day, along with timely guests, makes for an engaging, educational daily experience.”

“AgriTalk” is agriculture’s only national, long-format, live, syndicated talk radio program. The show airs live, 10-11 a.m. CDT on most of its 70+ affiliate stations all across the Midwest and Plains. The program is also available live or as a podcast on the company’s web portal, www.AgWeb.com, or at www.AgriTalk.com.

Conrady added, “The editorial, production and promotional changes implemented, starting back in March, are really starting to take hold. We’re seeing better engagement with our audience. And stations all across farm country are starting to see how Farm Journal can bring value to a station’s programming, audience and advertisers.”

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 TV” 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.