



For more information, contact:

Margy Eckelkamp
Director of Content Development
Telephone: 573.581.8689
Email: meckelkamp@farmjournal.com

For Immediate Release

Machinery Pete Reaches 350,000 People on Facebook and 3 Million YouTube Views

Philadelphia, PA (July 16, 2014) — Machinery Pete announces two significant milestones in social media engagement. Early in July, the brand surpassed 25,000 Facebook followers and 3 million minutes viewed year-to-date on YouTube.

Last week, posts by Machinery Pete were seen by 350,000 unique Facebook users. This was fueled by one single post that was shared by almost 5,000 of his Facebook fans.

“When we look across the landscape of ag-media personalities, Machinery Pete has the most engaged audience on the major social media platforms,” said Margy Eckelkamp, Director of Content Development. “Farm Journal’s recent brand-affinity research shows Machinery Pete far and away the most recognized personality in farm equipment. And his passionate following on Facebook and YouTube are both drivers and the result.”

Launched in 2009, Machinery Pete’s YouTube channel has been a pioneer in ag media with now more than 3 million views of his library of 500 videos. This channel is currently pacing at nearly 7 million minutes watched annually.

“My audience just wants more! What is so powerful about social media is that it provides platforms where I can personally engage with folks and share the incredible stories people have about farm machinery,” said Greg Peterson, widely known as “Machinery Pete.” “Social media connects our audience full circle.”

About Machinery Pete

Greg Peterson, widely known as "Machinery Pete," has been researching and tracking machinery auction prices since 1989. He serves as the multimedia equipment contributor for Farm Journal Media and is the Founder and Principal of Machinery Pete, LLC. Machinery Pete’s price database of more than 500,000 prices is sourced through firsthand data and a curated network of more than 950 auction firms. In addition to Peterson’s proprietary content for Farm Journal, the company provides auction-data subscriptions, publishes the annual “Classic Tractor” and “Annual Auction” price guides, publishes the Quarterly Used Values Index report for the financial community, produces the weekly Machinery Pete TV program distributed on RFD-TV, produces farm equipment DVDs, plus provides custom consulting and appearances services.