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## **For Immediate Release**

### ***Farm Journal Launches New eMedia Product***

*Lenexa, Kan.* (July 18, 2016) — Powered by their best-in-class agricultural database, Farm Journal’s eMedia division has launched its newest product, AgProgrammatic.

AgProgrammatic utilizes machine-based buying tools to target 1.6 million farmers and ranchers through: (1) online display; (2) mobile; (3) pre-roll video; (4) social; or (5) an extensive eNewsletter network. Combined, they offer over 500 million available impressions per month.

“The ad network and programmatic space have offered cost-efficiency but each comes with a big question—who is really seeing your message?” explains Farm Journal eMedia President Mitch Rouda. “AgProgrammatic takes out the guess work by delivering messages directly to the right prospects.”

AgProgrammatic can be bought through Farm Journal’s sales team and is implemented through the eMedia division’s operations team. Packages are available for all five tactics above or just one, with pricing considerations based on volume. The program accommodates most standard advertising units.

While the base AgProgrammatic product targets all 1.6 million farmers, ranchers and allied industry representatives, marketers can also use Farm Journal’s data and programmatic reach to hyper-target based on audience demographics and interests, including crop/livestock types, acre/herd sizes, online behaviors and more.

**About Farm Journal Media** ([www.farmjournalmedia.com](http://www.farmjournalmedia.com))

Farm Journal Media is the nation’s leading business information and media company serving the agricultural market. Started 139 years ago with the pre-eminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through 26 branded websites, eNewsletters and phone apps; 11 business magazines; 70 events; six nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. Farm Journal Media also is the majority shareholder of the online equipment marketplace Machinery Pete LLC. In 2010, the Company established the non-profit, public charity Farm Journal Foundation, which is dedicated to sustaining agriculture’s ability to meet the vital needs of a growing population through education and empowerment.