

For more information, contact:

Stephanie Gable
Content Services Director
Phone: (913) 461-2290
Email: sgable@farmjournal.com

For Immediate Release

Farm Journal Announces Market-Facing Advances

Lenexa, Kan. (July 26, 2017)—Farm Journal Media announced today a number of key promotions and organizational changes designed to help the company better serve the evolving business information needs in agriculture and drive further investments in key growth platforms.

Matt Morgan, formerly Vice President, Digital & Retail, was named Senior Vice President, Digital & Data will lead the company's customer-first approach to providing data-driven solutions for clients, which includes sophisticated market segmentation and targeting, as well as ongoing development of valuable producer- and production-related datasets.

"The future of ag media sits at the intersection of data and digital media," said Mitch Rouda, Chief Revenue Officer. "Unifying these growth drivers under Morgan's direction will accelerate our market-leading position in data-driven marketing solutions and digital media reach."

Along with significant investments in data analytics and data science, the reorganization focuses resources on the company's leading marketplaces—machinery (Machinery Pete), produce (the Produce Market Guide) and ag chemicals (Greenbook). The company also expands its commitment to its OneSource Sales Activation platform, new AgTech Expo for farm technology in Indianapolis in December and new Global Organic Produce Expo in Hollywood, Fla., in January.

Additionally, veteran journalist Rhonda Brooks, formerly Editor of AgPro, becomes the 11th editor of the company's 140-year-old flagship publication, *Farm Journal* magazine. Brooks will also serve as Editorial Director of Farm Journal Media, leading the company's magazines, digital, mobile, broadcast and newsletter enterprises reaching agriculture in more than 12 million ways each month. She replaces Susan Luke, who recently resigned. Margy Eckelkamp is promoted to Editor of AgPro, where she recently served as Managing Editor.

The company also announced it is unifying and leveraging its robust news team in the row crop, livestock and general agriculture sectors, regardless of media platform, naming John Herath as Farm Journal News Director. He will lead the integrated team from the company's broadcast studios in South Bend, Ind.

"We shoulder a big responsibility as the most important news organization serving American agriculture. Combining the resources of our broadcast, digital and print journalists enables us to deliver news faster, and in more diverse platforms, than ever before," explained Charlene Finck, Chief Content Officer.

About Farm Journal Media (www.farmjournalmedia.com)

Farm Journal Media is the nation's leading business information and media company serving the agricultural market. Started 140 years ago with the preeminent 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; five 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 dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.