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## **For Immediate Release**

### ***Farm Journal Media Announces New Vice President***

*Philadelphia, PA* (August 6, 2014)—Farm Journal Media welcomes Donna Hansen as its new Vice President, Circulation. Hansen brings 18-plus years of experience in circulation, fulfillment and audience development and database management.

“Donna brings excellent agriculture circulation and database knowledge to Farm Journal Media,” said Ron Wall, Division President. “We are excited to find someone with her skills to replace Carl Mentz, who is retiring after a very successful career at Farm Journal.”

Hansen had been at Vance Publishing for the past 11 years, six of which she spent as Director of Audience Development. She is known for her management skills and strong background in audience development, database and circulation management, cost analysis, internal audits and forecasting.

“I’ve had the pleasure of working with Donna for several years prior to joining Farm Journal and have a high respect for her experience and dedication to our industry,” said Mike Morgan, Vice President, Publishing Operations. “I’m looking forward to the opportunity of working with her once again.”

Hansen holds a degree in business management from National-Louis University. She will be based in Farm Journal Media’s Rosemont, Ill., office.

#### **About Farm Journal Media**

Farm Journal Media is the nation’s leading agricultural media company. Its magazines are the 138-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*, syndicated radio shows, “AgriTalk,” “Market Rally” and “American Countryside,” and recently launched two new divisions, Farm Journal Mobile and Top Producer Executive Network™—a national peer-to-peer advisory program for executive farmers and ranchers. Farm Journal Media 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.