

For more information contact:

Charlene Finck

Phone: (573) 489-3060

E-mail: cfinck@farmjournal.com

For Immediate Release

Long-time *Drovers* Editor Joins Farm Journal Media

Philadelphia, Pa. (August 13, 2013)—Farm Journal Media today announces that Greg Henderson, well-known and long-time editor of *Drovers CattleNetwork*, has joined Farm Journal Media's content team as editorial director of *Beef Today*, *Cattle-Exchange.com* and related beef cattle industry products. In his new role, Henderson will use his extensive cattle industry knowledge to expand *Beef Today's* presence across the company's extensive multimedia portfolio.



**Pictured Above:
Greg Henderson**

Based in Farm Journal Media's Kansas City livestock office, Henderson will lead a team that rolls out a suite of products demonstrating *Beef Today's* new one-to-one communications DNA. He will support the newly launched *Grazing the Net* daily eNewsletter and the growing *Cattle-Exchange.com*, which is *Beef Today's* online marketplace for buying and selling cattle. His team will provide daily content using online and mobile digital platforms, social media, radio, television, print and events.

"We're proud to welcome Greg Henderson to our *Beef Today* team as he has the perfect passion for and knowledge of the beef industry," said Charlene Finck, senior vice president of editorial and content development. "We're looking forward to being his partner in creating innovative, targeted content that serves cattle producers."

"Greg's career of award-winning journalism and extensive commitment to cattle producers and to the beef industry is unequalled," said Bill Newham, vice president and livestock group publisher. "And now he will have a perfect platform for his ideas: *Farm Journal's Beef Today* serves 160,000 cattle producers, and the company's digital and broadcast arms offer a unique ability to serve cattle producers in a manner that is woefully missing in the marketplace."

Joining Henderson as a sales and marketing partner in the roll-out of the new *Beef Today* offerings is Cliff Becker, Farm Journal Media national accounts manager, who will serve as senior adviser for livestock sales. In this expanded role, he will use his extensive experience in the beef market to help create marketing programs that leverage *Beef Today's* new touch points to cattle producers.

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" 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.