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## **For Immediate Release**

### ***Farm Journal Announces Management Changes, Mitch Rouda to Chief Revenue Officer***

*Philadelphia, Pa.* (Sept. 20, 2016) – Farm Journal announced a number of management changes today, featuring Mitch Rouda named to the newly created position of Chief Revenue Officer (CRO) for the company, moving from division president of eMedia.

Rouda joined Farm Journal seven years ago and has grown Company digital revenues more than 400% in that timeframe with consistent, double-digit growth every year. In his new role, Rouda will oversee all revenue and growth for Farm Journal and is charged with completing the Company's drive to double in size for a second time in 10 years. Corporate SVP of Sales, Will Murphy, now reports to Rouda.

Other Farm Journal management changes include naming Doug Catt, formerly Livestock Division National Sales Manager, to the position of VP and Group Publisher for Farm Journal and Top Producer. Catt also assumes responsibility for the company's newly announced *OneSource Sales Activation* platform, which will be spearheaded by Enterprise Account Director, Josh Turney.

VP Matt Morgan moves from publisher of Farm Journal and Top Producer magazines to assume P&L responsibility for Farm Journal's industry-leading portal, Ag Web and Farm Journal Mobile and will also oversee all digital sales for the Company. Morgan also retains P&L responsibilities for the Retailer Group consisting of AgPro magazine and the Greenbook crop protection reference. James Arnold now becomes VP, Digital Sales, adding mobile sales to his existing digital responsibilities.

Brandon Ward gives up mobile sales responsibilities to Arnold to become Director of Sales, Paid Business Division (PBI) reporting to recently hired PBI division president Kris Carlson, who came to Farm Journal earlier this year from ThomsonReuters where he ran the global agricultural business. Both positions are new to the Company this year, as is the creation of the PBI division.

In making the changes, Farm Journal CEO Andy Weber explained, "Despite the slow ag economy, we continue to develop new products and services and are on a path to double the size of Farm Journal for a second time in 10 years. These key additions and changes to our line-up adds fuel to that growth."

### **About Farm Journal Media**

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; 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.