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For Immediate Release

Farm Journal Launches “The Farm,” an Online Radio Station

South Bend, Ind. (Sept. 21, 2015) – A new 24/7 radio station called “The Farm” is now live on *My Farm Radio*, Farm Journal Media’s mobile radio app. This online station is a first-of-its-kind featuring a researched blend of country music combined with news and talk programming from Farm Journal.

“We’re in a world of niche and branded channels, so we asked ourselves why not give farmers a station built just for them?” said Mark DePrez, Vice President and General Manager for Farm Journal Radio. “Industry research shows nearly 90% of farmer and rancher listening is on country music or talk radio stations. We know producers love both, but these formats are rarely combined. So we designed this new hyper-targeted station.”

“The Farm” playlist features country music classics from 1990 to 2005 along with a blend of current hits. Listeners will hear favorites such as Merle Haggard, Waylon Jennings and Alan Jackson, as well as more contemporary artists such as Jason Aldean, Luke Bryan and Kenny Chesney. Music research is completed through the Farm Journal database to ensure exact targeting to this demographic.

The station also features hourly news, weather and commodity market updates throughout the day. Twice a day “The Farm” pauses for live broadcasts of “AgriTalk” and “Market Rally,” Farm Journal Radio’s marquee national talk shows. The commercial load will be consistent with other Internet music channels, giving the listener more information and entertainment and the advertiser less clutter.

John Willyard is the official voice of “The Farm.” Willyard is heard on more than 80 dominant country radio stations nationally and is instantly recognized as the voice of the Country Music Awards.

“By working with several incredibly talented consultants and artists, we’ve designed a channel that will fully engage the mobile farm listener. Music, news, talk, markets and weather—all from the nation’s leading commentators and artists,” DePrez added.

In addition to “The Farm,” the *My Farm Radio* app includes the full portfolio of programming from Farm Journal Broadcast, including “AgriTalk,” “Market Rally” and “American Countryside,” plus audio simulcasts of “AgDay,” “U.S. Farm Report” and “Machinery Pete TV.” Nearly a dozen independent programmers such as “Top Third Ag Marketing” and “AgriPulse” also make their reports available on custom channels. *My Farm Radio* has already been downloaded on iOS and Android by more than 9,000 users. For more information and to download, visit www.myfarmradio.com.

About Farm Journal Media

Farm Journal Media is the nation’s prominent agricultural media company. Its magazines include the 138-year-old flagship *Farm Journal*, as well as *Top Producer*, *Beef Today* and *Dairy Today*. The broadcast division produces and distributes national television programs “AgDay,” “U.S. Farm Report,” “Farm Journal College TV” and “Machinery Pete TV” and daily radio programs “AgriTalk,” “American Countryside” and “Market Rally.” The company recently introduced *My Farm Radio*, a 24/7 digital mobile radio channel. The digital division includes web portal *AgWeb.com*, e-newsletters, online marketplace *Cattle-Exchange.com* and Farm Journal Mobile, which includes the *Commodity Update* markets service. Farm Journal hosts a national peer-to-peer advisory

program, the *Top Producer Executive Network*. Insider news, policy and market advisory content are offered through the Professional Farmers of America subscription portfolio, which acquired *The Kiplinger Agriculture Letter* in 2014. Machinery Pete, LLC was launched in 2014 to provide industry analysis and price data for the used farm equipment sector. Farm Journal Media also compiles and licenses detailed producer and industry data through its FarmReach database, hosts more than 70 live events each year and offers custom multimedia integrated marketing services for its clients. In 2011, the company established The Farm Journal Foundation along with its Farmers Feeding the World initiative dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.