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## **For Immediate Release**

### **AgWeb Reports Unprecedented Traffic**

*Philadelphia, PA* (Sept. 25, 2012) — An incomparable season of market volatility and drought has heightened the need among farmers and ranchers for the latest news and information, and more turned to Farm Journal Media's AgWeb.com in July and August than ever before.

AgWeb—already long-established as the largest media information source for farmers on the web—has seen traffic increase 50 percent since the first quarter of the year and 60 percent versus the same period in 2011. AgWeb also averaged a record 380,000 unique visitors and 5.1 million page views in each of the last two months.

"We take it as a compliment—and a deep responsibility—that so many farmers and ranchers have turned to us during this key time," said Boyce Thompson, AgWeb's new editor-in-chief. "We want to bring our audience broad and deep news, data and tools that help them stay informed and make timely business decisions. When traffic surges across our site, as it has during these past few months, it shows we are on target."

Traffic across the Farm Journal and AgWeb platforms grew from all sectors, with 49 percent more direct traffic, 71 percent more referred traffic, and 68 percent more search-generated traffic. And the bulging audience consumed content throughout the information network. Markets traffic was up 51 percent, weather traffic was up 93 percent, discussion traffic was up 88 percent, and news and articles traffic was up 133 percent.

Use of AgWeb's mobile offerings also soared this summer. The AgWeb mobile site hosted 850,000 page views over the past two months. The AgWeb mobile app (available on iOS and Android) has grown 163 percent since its first full month of availability last November. Combined, AgWeb has hosted nearly one million mobile page views per month over the past two months.

"Information is critically important right now to our audience, so our staff is vigilant in looking for more and better ways to answer their needs," said Mitch Rouda, President of Farm Journal eMedia.

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

Farm Journal Media is the nation's leading agricultural media company. Its magazines are the 135-year-old flagship FARM JOURNAL, TOP PRODUCER, BEEF TODAY, DAIRY TODAY and IMPLEMENT & TRACTOR. The company produces and distributes the "AgDay," "U.S. Farm Report," "Corn College TV" and "Leave a Legacy TV" national TV programs and produces the industry-leading website *AgWeb.com* and the syndicated radio show "Consumer Ag Connection." 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.