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For Immediate Release

AgWeb Launches Next-Generation Website

Rosemont, IL (October 9, 2014)—Today Farm Journal Media launched a significant upgrade of its award-winning website, *AgWeb.com*. The changes, more than a year in the making, make the site richer, easier to use and far more accessible on a smart phone.

AgWeb, by far the largest online destination for farmers and ranchers, now provides continuous news updates throughout the day. A new weather dashboard provides ag-specific and highly local weather data, aggregating information from multiple weather service sources. The site continues to provide extensive commodity market coverage including analysis and charting capabilities, highly respected agronomic information and advice, a full complement of business and profit management tools, and shopping opportunities for information, land, machinery and more.

“Forty percent of our audience now accesses AgWeb from mobile devices (phones and tablets),” said Mitch Rouda, President of eMedia at Farm Journal Media, “and this redesign reflects the fact that it won’t be long before phones and tablets become the primary tools used by farmers to access AgWeb.” Thanks to an adaptive design, the website’s audience of farmers, ranchers and dairymen can conveniently access the full content of the website from any mobile device. The website also recognizes the user’s device, and then tailors its content delivery appropriately -- whether phone, tablet or desktop device.

Farm Journal CEO Andy Weber added, “This is not just a cosmetic tweak; we’ve invested more than \$500,000 in AgWeb to give farmers and ranchers a more robust and fulfilling experience no matter what device they use.”

While AgWeb’s graphics have been updated, its basic organization has been maintained but streamlined. Extensive in-depth research conducted by AgWeb found that users liked the organization of the website, which currently commands more than 50 percent of all page views in the agricultural space. Even so, users provided a host of recommendations for improving the website experience that influenced the rebuild.

More short stories, coupled with improved photos, videos and slideshows, will increase the visual appeal of the website experience. A deeper and more frequently updated stream of local, national and international content is also part of the redesign. AgWeb has formed new strategic partnerships with news organizations to provide more regional news stories, focused primarily on the top seven states for agriculture and livestock. In addition, AgWeb has expanded its coverage of international markets, recognizing the major impact international trade has on U.S. commodity prices.

The website improvements should result in an enhanced experience for advertisers as well. The new AgWeb provides for more effective ad placement on pages, along with intelligent banners and behavioral tracking. Lead generation opportunities have been expanded with the addition of new and deep multimedia resource libraries on various agronomic and business topics.

As part of the AgWeb rebuild, completely new sites were also launched today for each of the company's media properties, including *Farm Journal*, *Top Producer*, *Beef Today*, *Dairy Today*, "AgDay TV," "U.S. Farm Report," "AgriTalk Radio," "Market Rally Radio" and others.

Go online to www.AgWeb.com to see the newly launched site, or contact your Farm Journal Media representative for more information on the site's new features. Feedback regarding the new AgWeb is being solicited at feedback@AgWeb.com.

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.