

## **For Immediate Release**

### ***Farm Journal Media Acquires Prominent Ag Newsletter***

Philadelphia, PA (October 30, 2014)—Farm Journal Media announced today that it has acquired the highly-regarded *The Kiplinger Agriculture Letter*, a well-known bi-weekly newsletter published continuously since 1929. The periodical currently serves more than 6,000 subscribers with a professional interest in agribusiness news and information. The award-winning newsletter is the oldest, continuously published newsletter focused on agriculture.

Kiplinger will publish this week's October 31st edition, including a letter that introduces readers to the new owner. Farm Journal Media's first edition will be the November 14th issue. The newsletter will be managed by Farm Journal's Professional Farmers of America unit, which already publishes several newsletters, including *Pro Farmer*—the largest subscriber-paid newsletter in agriculture.

"We are excited to have this venerable publication as the newest member of the Farm Journal family," said Farm Journal Media CEO Andy Weber. "Its audience includes many longtime readers who appreciate Kiplinger's crisp reporting style. Our team will continue with that tradition."

The publication's name will become *The Agriculture Letter*, effective with a transition subtitle "Now from Farm Journal Media—formerly Kiplinger" below the masthead. The newsletter's current editor, Ed Maixner, who had announced earlier that he is retiring at the end of 2014, will serve as a consultant to Farm Journal Media.

"Just as we do in our current Farm Journal portfolio, many journalists and experts will contribute to *The Agriculture Letter*, covering every facet of U.S. agriculture," Weber added.

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

Farm Journal Media is the nation's prominent agricultural media company. Its magazines are the 138-year-old flagship *Farm Journal*, *Top Producer*, *Beef Today*, *Dairy Today* and *Implement & Tractor*. The company's broadcast division produces and distributes two national television programs, "AgDay" and "U.S. Farm Report", and three daily radio programs, "AgriTalk", "American Countryside" and "Market Rally." In 2014, the company introduced *My Farm Radio*, 24/7 digital mobile radio channel. The company produces the industry-leading web portal *AgWeb.com* and dominates mobile communication through "Farm Journal Mobile," including *Commodity Update*. Farm Journal provides a national peer-to-peer advisory program for executive farmers and ranchers called Top Producer Executive Network™ and publishes *ProFarmer* and *LandOwner* newsletters. In 2013, the company launched Machinery Pete, LLC and hosts more than 70 live events each year. Farm Journal compiles and licenses detailed producer/industry data through its FarmReach database and 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.