

For more information, contact:

Doug Catt
Vice President, Crop Division
Telephone: (913) 948-4694
Email: dcatt@farmjournal.com

For Immediate Release

Farm Journal Publishes Unique New Agriculture Media Planning Guide

Lenexa, Kan. (Nov. 2, 2017)—Farm Journal now offers a first-of-its kind Agriculture Media Planning Guide as a comprehensive efficiency tool to help advertisers make the most of their print advertising investment.

Consolidation of corn and soybean acres from smaller to larger growers has been a part of agriculture for decades, but it's accelerating due to prolonged low commodity prices. The Farm Journal Agriculture Media Planning Guide provides data for media planners and buyers to ensure ads placed in magazines adequately cover the decision-makers in larger-acreage operations that account for the bulk of corn and soybeans produced annually.

"New consolidation of acres from smaller to larger operations is real and accelerating in 2017 as evidenced most recently by an in-depth analysis in the [Wall Street Journal](#)," said Doug Catt, Vice President, Crop Division. "We developed this guide to provide a simple data-based tool to identify magazines that serve the decision-makers in 250-, 500- and more than 1,000-acre operations."

The guide compares data from AAM Publisher's Statements, the 2012 Census of Agriculture and a proprietary Farm Journal Media Editorial Audit of crop production magazines to provide the most comprehensive data to help agricultural marketers determine the most effective magazines to reach their target audiences.

"The Agriculture Media Planning Guide is another example of the commitment Farm Journal Media is making in print to reach America's farmers," said Ron Wall, Division President, Publishing. "Print is still the No. 1 way to reach America's farmers, but our clients are under increasingly more pressure to make their print buys efficient. This guide is a great tool for advertisers to do just that."

View the full Agriculture Media Planning Guide [here](#), or contact Doug Catt at (913) 948-4694 or dcatt@farmjournal.com for more information.

About Farm Journal (www.farmjournalmedia.com)

Farm Journal is the nation's leading business information and media company serving the agricultural market. Started 140 years ago with the preeminent 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; six 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, which is dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.