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## **For Immediate Release**

### ***Farm Journal Media, Bobit Business Media and CCI Media Purchase the Assets of Vance Publishing Corporation***

Philadelphia, Pa. (Dec. 1, 2015) – Farm Journal Media and Vance Publishing Corporation announced today they have reached an agreement for Farm Journal Media, Bobit Business Media and CCI Media to acquire the assets of Vance Publishing Corporation.

Under the agreement, Farm Journal purchases the agricultural properties while Bobit buys the beauty market products and CCI obtains Woodworking Network and related assets. The deal will be finalized this week.

Vance's agricultural portfolio includes 21 leading websites, online databases, publications and trade shows in the Produce, Livestock, Ag Retailer and Row Crop markets. In announcing the acquisition, Andy Weber, CEO of Farm Journal, explained: "Vance is a perfect fit to add market-leading brands in important ag sectors that are new to us. By acquiring these top brands, we become market leaders in the important Produce sector, combine to become the leader in the Livestock sector and now have the leading voice to Ag Retailers, an area in which we have already heavily invested."

Weber went on to state, "The Vance portfolio complements our existing No. 1 media position in the large row crop market, and we're honored to bring the Vance brands into the Farm Journal family."

Bobit Business Media, based in Torrance, Calif., adds Vance's Salon and Modern Salon titles to its existing beauty market business that includes award-winning NAILS magazine. Ty Bobit, CEO of Bobit, commented: "With the purchase of the Modern Salon Media Group, Bobit Business Media becomes the leading professional beauty media company in the U.S., with unmatched reach across print, e-media and social media. In addition, Modern Salon greatly expands our custom media footprint by bringing custom print and digital products created for some of the salon industry's biggest players. I could not be more thrilled about this acquisition."

CCI Media of Cedar Rapids, Iowa, adds Vance's Woodworking Network and related events to its woodworking industry properties. Tim Fixmer, Publisher/CEO for CCI, stated: "Vance has a rich history of serving the needs of industrial woodworkers with high-quality products and services. In the past few years, The Woodworking Network's growth has focused primarily on the digital arena and events, while at the same time CCI Media has focused on catering to reader requests, delivering the medium they request, and becoming the dominant print brand in the process. Because we have grown in different directions, the combination of these media offerings

is an ideal fit and will provide industrial woodworkers with a rich variety of media products from which to derive essential business information. CCI Media is excited to provide a home to the Vance woodworking brands and to the media professionals who produce them.”

William C. Vance, Chairman and CEO of Vance Publishing Corporation, added: “I have known the Farm Journal Media, Bobit Business Media and CCI Media organizations for years. I am gratified the products and services we have worked so hard to build here at Vance have found new homes with companies that share our values and commitment to quality. Our employees and customers are in good hands.”

### **About Farm Journal Media**

Farm Journal Media is the nation’s prominent agricultural media company. Its magazines include the 139-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.

### **About Bobit Business Media**

Bobit Business Media is a leading business-to-business media and information company with 17 print publications, cutting-edge websites and apps, 16 tradeshow and conferences (including two Trade Show Executive “Fastest 50” events) and custom media. Bobit is headquartered in Torrance, Calif., and has offices in Akron, Ohio, Marlton, N.J., as well as eight other states. Its markets include vehicle fleets (in which it is the world’s largest fleet publishing company), law enforcement, beauty, automotive aftermarket and ground transportation. A family-owned company started by Edward J. Bobit in 1961, Bobit is now led by Ed’s son Ty Bobit as CEO/President.

### **About CCI Media**

CCI Media is a business-to-business media company focused on the industrial woodworking (wood products manufacturing) market. Located in Cedar Rapids, Iowa, the company offers industry-leading print, e-media, and event brands engineered to assist businesspeople in adopting new technologies, streamlining production practices, exploring new materials and enhancing management techniques. CCI Media’s flagship brand is FDMC magazine, a print and digital monthly offering. In addition to FDMC, CCI Media publishes [www.fdmcdigital.com](http://www.fdmcdigital.com), the Daily Brief and Tip Sheet e-newsletters, and produces the Wood Pro Expo tradeshow and conference in Baltimore, Md. CCI media’s target audience comprises manufacturers of kitchen and bath cabinets, countertops, residential, commercial and contract furniture, architectural millwork, store fixtures and other specialty wood products.

### **About Vance Publishing Corporation**

Vance Publishing Corporation was founded in Chicago in 1937 by Herbert A. Vance. The company, which had its roots in business-to-business magazine publishing, diversified and expanded over the years, ultimately becoming a multimedia enterprise encompassing publications, digital products, events, and database products and services. A singular commitment to quality and innovation, combined with the efforts of a talented workforce, ensured Vance Publishing’s leadership position in the markets it served—production agriculture, produce, beauty and salon, and professional woodworking industries. The company was a frequent recipient of awards and recognition for superior products, industry knowledge and service to its markets. In 1970, William C. Vance, the son of the founder, joined the company. He has served as its Chairman and CEO for more than 30 years.