

## **For Immediate Release**

### ***Farm Journal Media Hits the Road with Ag Wheels 2013***

*Philadelphia* (December 2, 2013) — Keenly focused on research, trends and insights, Farm Journal Media editors provided nearly 200 industry clients and agrimarketers with valuable information that could help shape success in 2014 and years to come.

Embarking on the Ag Wheels 2013 tour, Farm Journal Media editors traveled across the country in November offering insight and engaging in lively discussions about the current ag outlook. Traveling more than 1,700 miles, the tour stopped in six cities across five states with one more stop in December.

“Because of the passion our editors have for agriculture and serving farmers, Farm Journal Media has an incredible wealth of knowledge,” said Charlene Finck, Senior Vice President. “Hitting the road together made it possible to share a complete picture and help answer—or provide perspective on—some of the unknowns in our industry.”

Attendees heard presentations and saw noteworthy statistics on a variety of current and future outlooks. Topics included new and social media, farming and technology, dairy, livestock, large-scale producers and marketing.

Presenters included Finck, who is also Editor of Farm Journal; Tyne Morgan, National Reporter for “AgDay” and “U.S. Farm Report”; Clinton Griffiths, Host of “AgDay”; Margy Eckelkamp, Machinery Editor and Farm Journal Test Plot Director; Jim Dickrell, Editor, *Dairy Today*; Greg Henderson, Editorial Director, *Beef Today*; Jeanne Bernick, Editor, *Top Producer*; Chip Flory, Editor, *Pro Farmer*, and Rhonda Brooks, Seed and Production Editor.

The Ag Wheels 2013 tour made stops in St. Louis, Kansas City, Des Moines, Minneapolis, Milwaukee and Raleigh. The tour will wrap up with one final stop in Philadelphia on Dec. 19.

“Farm Journal Media has a multitude of platforms that allow us to reach and speak to our audience at any time in the day,” said Finck. “Our media expertise combined with our editorial and expert knowledge, gives us the unparalleled insights that we wanted to share with the marketplace as all of us plan for the year ahead.”

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

Farm Journal Media is the nation’s leading agricultural media company. Its magazines are the 137-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*, the syndicated radio show “AgriTalk” 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.