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For Immediate Release

Farm Journal Announces Expanded Ag Applicator Database

Rosemont, IL (Dec. 12, 2012) — Farm Journal’s database of applicators primarily serving agriculture has again been refreshed and now includes almost 260,000 records. The Ag Applicator file comprises 84,000 records identified as “commercial” and nearly 175,000 private applicators.

By linking the private applicator records with its FarmReach producer file, Farm Journal Media makes it possible for its clients to now target this high-value segment for a variety of agriculture-related equipment and ag-chemical products.

“We have virtually every private applicator—who are also producers—identified on our FarmReach database,” said Jim Bartelson, Senior Vice President and General Manager of Farm Journal Media’s Database Strategies Division. “From the data, we know which growers are self-applying, and in most cases can link those growers with the retailer where they buy their ag-chem products. As a result, and with a high degree of accuracy, we can also identify the other half of the equation—those growers who contract out their chem application.”

The licensed applicators in the commercial segment are often employees of a local co-op or elevator providing custom application services that augment chem-product sales. These individuals are high-volume purchasers of chemicals, sprayers and other associated equipment for application of insecticides, weed control and fertilizer.

The Ag Applicator database—like all FarmReach specialty files—equips marketers and sales professionals with improved market intelligence for precision targeting, increased campaign efficiency and customer insight.

Contact your Farm Journal database representative for more information on this service.

About Farm Journal Media

Farm Journal Media is the nation’s leading agricultural media company. Its magazines are the 135-year-old flagship FARM JOURNAL, TOP PRODUCER, BEEF TODAY, DAIRY TODAY and IMPLEMENT & TRACTOR. The company produces and distributes the “AgDay,” “U.S. Farm Report,” “Corn College TV” and “Leave a Legacy TV” national TV programs and produces the industry-leading website *AgWeb.com* and the syndicated radio show “AgriTalk.” Farm Journal Media also 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.