



For Immediate Release

Farm Journal Media Acquires American Countryside

Philadelphia (December 20, 2013)—Farm Journal Media today announced the acquisition of “American Countryside” from its founder, producer and well-known journalist, Andrew McCrea. Winner of five Oscars in Agriculture awards, “American Countryside” is a nationally syndicated daily radio program featuring the “people and places unique to rural America.” McCrea will continue as host of the program, plus join Farm Journal Media as a multimedia contributor.

On the air since 1996, the three-minute, short-form radio vignette airs on more than 100 stations across the Midwest, including several of the nation’s leading farm radio stations.

“Broadcasting from his large grain and livestock farm in northwest Missouri, McCrea is the real deal, fully embodying the ‘muddy boots’ tradition at Farm Journal Media,” said Brian Conrady, Senior Vice President of Farm Journal Broadcast. “This real-world perspective gives Andrew a distinct ability to find and tell stories that showcase the true spirit of life in rural America.”

In conjunction with the acquisition, Farm Journal Broadcast will also be launching a television version of “American Countryside” to air on “U.S. Farm Report”, a weekend news report produced and distributed by Farm Journal Media. The radio program will also see expanded reach on the company’s web portal, AgWeb.com. “American Countryside’s” editorial, production, distribution and advertising sales efforts will also be integrated into Farm Journal’s multimedia business.

“I am excited to join Farm Journal Media,” McCrea noted. “Our new partnership provides the opportunity to bring ‘American Countryside’ to more listeners in more ways, with expanded radio coverage, as well as new features on television and promotion in print and on the web.”

The addition of “American Countryside” comes just one year after Farm Journal Media’s launch into farm radio with the acquisition of “AgriTalk” in December 2012.

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*, two syndicated radio shows, “AgriTalk” and “American Countryside,” 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.