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For Immediate Release

AgWeb email Database Approaches 200,000 Names

Philadelphia, PA (June 7, 2012) – AgWeb, the eMedia division of Farm Journal Media, today announced substantial increases in the size and quality of its email list database, following a significant and year-long investment in audience development. As a result, AgWeb now offers agribusiness marketers arguably the largest and most demographically detailed email products reaching high-volume American farmers.

AgWeb's third-party opt-in list has grown to 145,000. Over 80 percent of the records contain full demographics, allowing for detailed segmentation and targeting. Matched with the company's FarmReach database, demographics include full contact information, ag involvement, crops, technology use & adoption, brand preferences and more.

AgWeb has also grown its eNewsletter subscribership by 80 percent, to 193,500 readers who receive at least one of AgWeb's six eNewsletters.

Through detailed analysis, emails have been retargeted and requalified to concentrate service on the most active and responsive readers. The result has been soaring open rates. This core measure of engagement across the entire suite of products is now over 21 percent.

"Farm Journal's media properties have always emphasized quality of receivership, depth of demographic subscriber data and editorial quality. These improvements in email database and KPIs [key performance indicators] are consistent with this mission," said Robert Boling, Vice President of Audience Development. "The level of engagement we now garner with our eNewsletter readers is consistent with—or better than—much of B2B's top publishers. And the deep information on their operations and specific interests provides for highly detailed targeting. The result is a superior combination of quality and quantity with tremendous value to our clients."

For more information, please contact your Farm Journal Media representative.

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 "Consumer Ag Connection." 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.