

## **For Immediate Release**

### ***AgWeb Launches Extensive Ag Advertising Network***

*Philadelphia, PA* (April 16, 2012) – AgWeb.com has partnered with some of the biggest and best websites in agriculture to create a new low-cost “ad network” that will enable advertisers to efficiently deliver messages to more farmers as they search and browse the Web. The network is designed to complement current AgWeb buys and extend advertisers’ reach to more websites and farmers while working with Farm Journal Media’s industry-leading sales team.

The new ad network complements AgWeb’s expanding portfolio of advertising solutions, which now includes behavioral targeting and off-site retargeting tools that help advertisers reach their desired audiences at a much more granular and frequent level than previously available.

“The world of online media is changing rapidly,” said Mitch Rouda, President of eMedia for Farm Journal Media. “Farmers are spending more and more business time online, and while AgWeb remains by far the most popular online destination for farmers, our ability to deliver marketing messages is vastly enhanced by being able to deliver messages both on AgWeb and on other sites frequented by farmers. Now we can develop advertising buys that are broader, more impactful, and more efficient.”

Rouda added, “Farm Journal Media, with its AgWeb unit, has long been recognized as the largest and most diversified media company in agriculture. We have achieved this position of leadership by accommodating all types of programs and objectives, whether it be a laser-target audience approach or more of a blanket coverage strategy. This ad network adds substantial reach to that equation.”

For more information on this new opportunity, visit  
[http://www.agweb.com/advertise/advertise\\_with\\_agweb.aspx](http://www.agweb.com/advertise/advertise_with_agweb.aspx).

#### **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.