

For Immediate Release

AgWeb Launches Maps to Track 2012 Planting Progress

Philadelphia, PA (April 12, 2012) – As the global watch on agriculture continues into the planting season, AgWeb recently launched three interactive [Planting Maps](#) to demonstrate how planting is progressing across the U.S. this spring.

“We had an extreme amount of success with the Harvest Maps we launched in September 2011, and we felt the need to bring farmers yet another tool that allows them to obtain accurate and timely information in one convenient location,” said Charlene Finck, Senior Vice President of Editorial and Content Development for Farm Journal Media.

Using USDA’s weekly *Crop Production* reports, the Planting Maps are updated each Monday, showing the increased planting progress for corn, soybeans and spring wheat. Similar to AgWeb’s Harvest Maps, the Planting Maps show, by color, the percentage planted in a given state. The maps resemble a stock heat map, but rather than stock values, the values on these maps are percentage planted, with the colors changing based on the actual percentage planted as reported by USDA.

In addition to showcasing USDA’s reports on the country’s planting progress, AgWeb lets farmers submit their own crop photos or planting reports, which are featured in the popular [Crop Comments](#) section. Farmers and online users can also receive the latest planting updates on [Twitter](#) and contribute to the online conversation using the hashtag #plant12.

The recently launched Planting Maps follow the latest success of AgWeb’s Harvest Maps, which captured a win for Editorial Excellence – Special Section (in the b2b category) at min's Best of the Web Awards last week. The section averaged 5,000 page views a day for the first month and has received nearly 250,000 page views since its launch, according to Google Analytics.

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.