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For Immediate Release

AgWeb Welcomes Leadership of New Editorial Director

Philadelphia, PA (Aug. 13, 2012) — Boyce Thompson, award-winning B2B journalist, joins AgWeb as Editorial Director in charge of Farm Journal Media's robust online offering, working from Farm Journal Media's editorial headquarters in Missouri.

Thompson comes to AgWeb with career-long accomplishments and a wealth of digital and multimedia leadership experience. Most recently, he served as editorial director of the Builder Group of magazines at Hanley Wood LLC and directed the company's Edit Council. During the last three years, Thompson drove *builderonline.com*, the leading online business portal for the home building industry, to a 40 percent increase in monthly unique visitors and an 80 percent increase in page views.

"Agriculture's need for instant access to information has never been greater, which makes me especially pleased to welcome Boyce to the AgWeb team," said Charlene Finck, Farm Journal Media senior vice president of editorial and content development. "His strong commitment to service journalism and long track record of innovation are a perfect match for leading Farm Journal Media's digital efforts."

Thompson, who spent the first 10 years of his career at Reed Elsevier, received the Crain Award from American Business Media for a lifetime of contributions to the development of editorial excellence in business media. *Min*, a magazine for publishing professionals, inducted him into its Editorial Hall of Fame in 2010. His work has appeared in a variety of publications, including the *Washington Post*, *Governing*, and *Practical Homeowner*.

Thompson is the founding editor of several business magazine titles, including *Residential Architect*, *ProSales*, *Big Builder*, and *Digital Home*. For 17 years, he served as the editorial director of *Builder* magazine, which in 2010 won awards from the American Society of Business Publication Editors for having the best website and magazine in the real estate industry.

"AgWeb is already one of the biggest and most robust websites in business-to-business media," Thompson said. "My challenge is to take it to new heights by integrating more third-party content, creating multimedia extensions of print stories, and increasing the brand's mobile offerings, making AgWeb an absolutely indispensable resource for farmers."

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.