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For Immediate Release

Beef Today Expands eNewsletter Coverage

Kansas City, Mo. (June 18, 2012) — Beef Today, a Farm Journal Media property, announces the launch of its Beef Today Cattle-Exchange (BTC-E) eNewsletter, which combines the current Beef Today Cattle Drive eNewsletter and Cattle-Exchange Reports.

Beginning today, the BTC-E eNewsletter will be distributed to 75,000-plus beef producers every Monday. The BTC-E eNewsletter will summarize cattle-for-sale availability and contain relevant editorial components, including:

- *Pro Farmer* writer Julianne Johnston's Cattle Market Wrap Up audio report
- Significant beef industry and market news
- Seasonal production information
- "Beef Today on AgDay" video reports

This action provides farmers and ranchers one weekly electronic resource that highlights cattle-for-sale listings, news and market trends.

"The recent major success of Cattle-Exchange.com amplifies the need farmers and ranchers have to buy and sell cattle. But they also continue to crave the industry updates and editorial content that Beef Today provides," said Bill Newham, VP/Livestock Group Publisher for Farm Journal Media. "This tool offers cattlemen and marketers a complete resource that reaches our rapidly growing digital audience."

According to Newham, Beef Today may expand the eNewsletter's frequency, particularly during key beef cattle movement periods, based on market interest and beef market seasonality.

"For example, in the August-October weaning and stocker movement periods, we might ramp up to two times or three times a week, based on producer interest," Newham said.

Target your product or services and reach the cattlemen associated with the fastest-growing cattle marketing tool in America, www.Cattle-Exchange.com. For information about advertising, please contact your Beef Today representative.

[Click here](#) to sign up to receive the Beef Today Cattle-Exchange eNewsletter.

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.