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For Immediate Release

Farm Journal Announces New SVP for Database

Park Ridge, IL (March 6, 2012) – Farm Journal announces that Jim Bartelson has joined the company in the newly formed role of Senior Vice President and General Manager of its Database Strategies division.

Bartelson was previously Executive Vice President of Business Development & Strategy with Blue Book Services, a market leader in credit ratings for the fresh produce and lumber industries.

“Jim comes to Farm Journal at an ideal time,” said Jeff Pence, Division President. “Our aggressive efforts in building new and detailed agriculture data sets have really stepped up our traction. Jim’s senior leadership, coupled with our already deep staff expertise, fit ideally with objectives to expand this important segment of our business.”

Bartelson, a Chicago native, has a B.A. in marketing from North Central College, Naperville, Ill., and an MBA from the University of Illinois at Chicago. In his work with Blue Book Services, Bartelson has been a leader in the development of new revenue streams, new product development, “print to app” development initiatives, data production and content syndication.

In addition to his role as division manager for Farm Journal’s database division, he will also oversee the company’s new Audience Development department.

The company’s multisource agricultural database is marketed under the *FarmReach™* brand. Clients can select from over 100 points of crop, livestock, demographic and psychographic data. With more than 1.4 million names, *FarmReach™* is the most current, accurate and relevant ag database, offering the most robust crop and livestock data available. Under *FarmReach*, the company also licenses organic growers, retailers, ag applicators, California producers, Pro Farmer Midwest Crop Tour data, crop insurance agencies and other data sets.

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.