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For Immediate Release

Farm Journal Announces ‘Reverse Email Append’ Service

Philadelphia, PA (November 14, 2011) — Farm Journal Media announces a new database service: Reverse Email Append. This service, unlike traditional email appending, matches on records where there is an email address, but incomplete or nonexistent contact and USPS address information, let alone demographic or behavioral data on the producer.

“Many company websites ask for only an email address and password to register,” said Jeff Pence, Division President. “So we’re finding many clients may have thousands of email records with no contact or postal information, and some of these are great customers or prospects. This new service provides an avenue for a company to accurately identify who these people are, organize them as customers and prospects, and then appropriately communicate with them via direct mail *and* email.”

Records matched to Farm Journal Media’s FarmReach database return a contact name and complete address information, plus base crop and livestock demographic data. In most all cases, a phone number is also available, plus information on whether the email address is still active or not.

The FarmReach database has more than 200,000 grower records with an email address, contact and postal information, along with detailed farm demographic and behavioral data. Over 50 percent of these growers operate 500-plus acres and are much younger in age as compared to the general farm population.

Contact your Farm Journal database representative for more information on this service.

About Farm Journal Media

Farm Journal Media is the nation’s leading agricultural media company. Its magazines are the 134-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.