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For Immediate Release

Farm Journal Media Announces New Account Reps

Park Ridge, IL (May 25, 2012) — Farm Journal Media is pleased to announce that Cliff Becker and Chad Forster have joined the sales team. Becker will be joining as National Account Manager and Forster as Sales Representative, both representing the company's print, digital, TV and event portfolio of products.

Becker comes to Farm Journal Media with 30 years of experience in ag media and marketing, and he will be working out of the Kansas City office. Becker was most recently Vice President of business development at CMA Consulting, where he was responsible for assisting clients in building and reaching strategic growth goals and business development needs. Prior to CMA, Becker was with Vance Publishing Corporation, serving as vice president and publishing director for the food360 division. There, he established the Food System position, aligning broad, food-based media to deliver information and create uniform dialogue throughout the entire food system. He has served on the boards of diverse food and agricultural organizations and has won multiple awards, including the National Agri-Marketing Award of Excellence.

Forster previously worked for Farm Journal Media as a member of the inside sales team. He now returns, having spent the last year working for Groupon. Forster will be based out of the Park Ridge office.

"We're excited to have both of these new additions on the Farm Journal Media team," said Will Murphy, Senior Vice President of Sales. "Their leadership and professional experience will be a great asset to our clients and an integral part of our company's continued growth."

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.