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## **For Immediate Release**

### ***Farm Journal Media Positions for Growth, Names Custer COO***

Philadelphia, PA (Aug. 6, 2012) — Farm Journal Media announced it has created a new division, End-User Services, within the company focused exclusively on accelerating transactional businesses and products for sale directly to farmers and ranchers. The End-User Services division will house the recently launched *Top Producer Executive Network™* (TPEN) and soon-to-launch *Farm Journal Legacy Institute*, as well as other significant new businesses.

“Our new division will create opportunities to bring farmers and ranchers the resources, the input and the facilitation their operations may need for sustainment or to be passed on to the next generation,” said Andy Weber, president and CEO of Farm Journal Media. “End-user revenues account for 15 percent of our total revenues presently, but we plan to grow those to 30 percent in three years.”

By the end of 2012, Farm Journal Media will have added 30 percent more employees and grown 50 percent in revenue within the past three years, Weber reports. In order to foster this rapid growth, creating the End-User Services division and utilizing Farm Journal Media’s current leadership is a key step.

The new division will report to Steve Custer, who has been promoted from division president of Publishing to the new corporate-wide position of executive vice president and chief operating officer. The company will add a new division president to head the End-User Services division, as well as a division president to replace Custer’s current responsibilities.

“I’ve watched Steve continually take on and master new responsibilities and challenges,” Weber said. “I consider him to be one of the finest executives in the B2B media industry, and he has been instrumental in helping grow our company. He will continue to be crucial in expanding our End-Users Services division.”

#### **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.