

For more information contact:

Jim Bartelson

Telephone: 847-268-3297

E-mail: jbartelson@farmjournal.com



For Immediate Release

FarmReach™ Database Offers Critical Link in Supply Chain

Rosemont, IL (Aug. 1, 2012) — Farm Journal announced today that more than 125,000 large growers are now identified with their primary ag-chem retailer within the FarmReach™ database. This unique visibility into the customer-supply chain relationship provides marketers and sales professionals improved market intelligence for precision targeting, increased campaign efficiency and customer insights.

“This is a powerful behavioral data point, and we are now getting into critical mass on identifying these relationships within our database,” said Jim Bartelson, senior vice president and general manager of Farm Journal Media’s Database Strategies Division. “These growers now represent close to 50 percent of the total corn acres and 40 percent of the total soybean acres in the U.S.”

The retailer-producer link is captured through Farm Journal’s multichannel communications with producers, including year-round mail, e-mail and phone surveys. This data point is available for license, list rental or data append to client-supplied records, and can even be used to target print ads in Farm Journal publications. Full grower and retailer contact information along with base grower farm demographics can also be supplied.

“The local retailer often holds the most personal relationship with the producer, so it is imperative to know where the producers buy from,” Bartelson added. “For those companies who may already know the grower/retailer buying relationship from point-of-sale transactions, our database includes the key prospects who are also buying from the same retailer locations.”

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. FarmReach™ is the most current, accurate and relevant ag database, representing over 2 million U.S. farms and roughly 1.4 million land owners, owner/operators and operators associated with those farms. 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.

Enhanced data such as corn seed brands, custom seed treatment, corn fungicide use and primary equipment information can also be provided.

Contact your Farm Journal Data Representative for more information.

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.