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For Immediate Release

Farm Journal Hires Rob McClelland to Head New Data-Driven Performance Marketing Division

Lenexa, Kan., (Jan. 16, 2019) – Farm Journal Media announced today that Rob McClelland has been named president of the new Data-Driven Performance Marketing division. The new division combines Farm Journal’s Business Intelligence, Digital Solutions and Content Services units to transform best-in-class data and research insights into custom, results-based solutions for agribusiness and their marketing services agencies.

“We are thrilled to have Rob join the Farm Journal leadership team,” stated Andy Weber, Farm Journal CEO. “His strong track record of building innovative organizations, serving clients and dedication to the agricultural industry in a variety of capacities makes him the ideal person to lead this new division.”

With a wide range of omnichannel platforms that create more than 50 million touch points with agricultural producers and influencers monthly, Farm Journal has always been on the forefront of effectively using data and technology to activate market participants and industry stakeholders. Through this new division, Farm Journal will increase investments in proprietary research, data modeling and rich media development to continue leading the market in precisely delivering contextually relevant content.

“I have worked with Farm Journal as a partner for many years, and I am honored to have the opportunity to be part of one of the best brands in agriculture,” McClelland said. “Farm Journal’s unmatched data, insights and research combined with exclusive channels will enable the Data-Driven Performance Marketing team to design creative solutions in close collaboration with our partners and clients to consistently deliver positive measurable results.”

Prior to joining Farm Journal, McClelland spent 20 years launching technology and services businesses and held executive leadership positions with FLM Harvest and Adayana. McClelland holds a degree in agricultural economics from The Ohio State University where he was named a Distinguished Alumni in 2012.

About Farm Journal Media (farmjournalmedia.com)

Farm Journal Media is the nation’s leading business information and media company serving the agricultural market. Started 141 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through branded websites, eNewsletters and phone apps; business magazines; live events including conferences, seminars and tradeshow; nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. Farm Journal Media also is the majority shareholder of the online equipment marketplace, Machinery

Pete LLC. In 2010, the Company established the non-profit, public charity Farm Journal Foundation dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.