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## **For Immediate Release**

### ***Farm Journal Mobile Reaches New Milestone***

*Lenexa, Kan.* (Oct. 1, 2018)—Farm Journal announced its database of qualified mobile device contacts has reached the milestone of 100,000 records. This rapid growth – a 30% increase during the past 12 months – shows how Farm Journal readers have opted in to the company’s mobile content at unprecedented levels.

“Mobile is a fast-growing part of how farmers and ranchers access information. We’re pleased with reader response to our content and their confidence in us to deliver value through our wide range of unique digital vehicles,” said James Arnold, Vice President, Digital.

By integrating the mobile contacts with the Farm Journal database, the company offers advertising clients in-depth data on each contact and the ability to target audiences with a higher level of sophistication. The company’s technology delivers its mobile messaging through SMS, MMS and RCS depending on the capabilities of each user’s mobile device.

“Reaching this milestone is just one example of Farm Journal’s industry-leading digital offering,” said Matt Morgan, Senior Vice President, Digital and Data. “Our leadership position in the ag digital space has been earned with fresh, quality content and vehicles our readers value. We are the only ag media company with the ability to quickly send a client message to more than 100,000 readers and receive significant engagement within minutes. Our proprietary database completes the package. Those wanting to reach today’s farmers and ranchers know they need to use mobile for specific critical messages and Farm Journal is the preeminent partner.”

#### **About Farm Journal Media ([farmjournalmedia.com](http://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; events; 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.