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## **For Immediate Release**

### ***Outsell Names Farm Journal Media One of Its “30 to Watch” for 2011***

Philadelphia, PA (January 11, 2011) – Outsell, Inc., the leading research and advisory firm tracking the publishing and information industries, has named Farm Journal Media to its annual “30 to Watch” list among such industry stalwarts as Bloomberg, Elsevier, Facebook, Google, Interactive Data, Salesforce.com and Thomson Reuters.

Outsell ([www.outsellinc.com](http://www.outsellinc.com)), which tracks and analyzes more than 7,000 companies, publishes the list as part of its annual *Information Industry Outlook*, which has as its theme for 2011 “Looking for Revenue in All the Right Places.” Outsell’s methodology picks the Top 300 market leaders and “disrupters” out of a broad list of companies and distills them into the “30 to Watch” without any solicitation or involvement from the companies.

About Farm Journal Media, Outsell wrote, “Representative of the innovations coming out of the agricultural sector, Farm Journal is employing data, TV, marketing services, and deep customer engagement. It has also leveraged its brand for advocacy and fundraising for important causes in the industry, extending what it means to be a true solutions partner.”

#### **About Farm Journal Media**

Farm Journal Media is the nation’s leading agricultural media company. Its magazines are the 134-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,” “Leave a Legacy TV” and “Outdoors on the Farm” 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.