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For Immediate Release

***READEX Study Pegs ‘AgDay,’ ‘U.S. Farm Report’
 and ‘Corn College TV’ Audiences***

South Bend, IN (July 18, 2012) – Farm Journal Television today released the results of an independent audience research study conducted by READEX Research. The national survey of corn, soybean, wheat and cotton producers focused on viewership for the company’s three primary broadcast properties. Results of the survey include:

	Total Reach	Frequency
AgDay	47%	50%*
U.S. Farm Report	53%	57%**
Corn College TV	17%	37%**

* % of viewers who watch once or more weekly
 ** % of viewers who watch once or more monthly

The survey also found...

- The strongest following for “AgDay” are corn growers, at 53% reach
- The strongest following for “U.S. Farm Report” are wheat growers, at 59% reach
- More than 50% of viewers surveyed have beef cattle as part of their row crop operations
- “U.S. Farm Report” and “AgDay” are the two most popular programs on RFD-TV
- 78% watch their television from direct-to-home satellite (DIRECTV/DISH Network) or by cable

Survey names were sourced from the Market Research Data Services producer master file. Producer names were selected from records indicating 250+ acres of corn, soybeans, wheat or cotton. READEX research, which was responsible for all aspects of field work, data entry and tabulation, then produced and mailed 1,495 survey kits. Upon completion of field work, 441 usable surveys were received, which are the basis for the report of findings issued by READEX.

“We’re obviously very pleased with the results. They confirm our programs connect in a big way with large producers,” said Brian Conrady, Vice President and General Manager of Farm Journal Television. “We’ve made a concerted investment to expand access to these shows both on satellite and online, augmenting our strong broadcast base. So in addition to delivering great content, these strong results show we’re placing our programs where and when producers want to watch.”

For additional study details, please contact your Farm Journal Media representative.

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.