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For Immediate Release

Farm Journal Launches Premium Information Platform Farm Journal PRO

Chicago, Ill. (March 28, 2017)—Farm Journal Media announced today the launch of an all-new premium information platform for the agricultural community. Farm Journal PRO is a robust new portfolio of services focused on the information needs of agricultural professionals—helping agribusiness and producers alike successfully manage risk and enable better decision-making.

Farm Journal PRO is an online and mobile subscription-based information platform. The breadth, depth and value of the information being developed on the Farm Journal PRO platform will provide a single source for proprietary insight, advice and research for professionals in agriculture.

Farm Journal PRO offers a daily stream of intelligence from Farm Journal's extensive content providers in areas such as crop marketing advice and commodity procurement strategies, land values, and proprietary localized fuel and fertilizer prices. Starting in 2017, Farm Journal PRO will also be the exclusive home to real-time and historical data from the Farm Journal Midwest Crop Tour which will take place Aug. 21–24.

“Farm Journal PRO brings trusted news and analysis directly to the agriculture community” said Kris Carlson, President, Farm Journal Business Information. “This platform provides a single destination for insight and focused actionable intelligence to the marketplace, backed by the history, trust and expertise of Farm Journal.”

Content for Farm Journal PRO is gleaned from the best of the 70-plus Farm Journal brands supplementing original researched and curated content from *Pro Farmer*, LandOwner, Doane, Inputs Monitor and other highly-respected industry sources. Farm Journal PRO will continually add to the breadth and depth of information and analytics in areas such as pricing, weather, technical indicators and third party services.

Experience this new service at www.FarmJournalPro.com.

About Farm Journal Media (www.farmjournalmedia.com)

Farm Journal Media is the nation's leading business information and media company serving the agricultural market. Started 140 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through 26 branded websites, eNewsletters and phone apps; 11 business magazines; 70 events; five 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.