

# In Times of Economic Uncertainty There is One Certainty AG MEDIA DELIVERS

Ag markets rise and fall continuously but what has been learned about challenging market conditions is that those companies who maintain or increase their ad spending will realize significant benefits.

Recent studies have revealed the following meaningful information:

- *47% of agri-marketers reported their marketing budgets will be up in 2009, while 30% reported they will be even with last year.\**
- *Industry leaders rank b-to-b magazines, Web sites, and trade shows as the top three media for: helping me grow my business, keeping me ahead of my competition, helping me do my job better, and helping me advance my career.\*\**
- *An overwhelming majority of American executives – 86% – agree that companies that advertise in an uncertain economy stay more top-of-mind when purchase decisions are being made, and that advertising creates more positive impressions about a company's commitment to its products and services.\*\*\**

For a free copy of ABM's "Importance & Value of B-to-B Advertising During Times of Economic Uncertainty" study, call Mark Rothman at 212.661.6360, or visit [www.AmericanBusinessMedia.com](http://www.AmericanBusinessMedia.com)

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From the members of the American Business Media Agri Council, who believe that the integrity of our media benefits all of us  
Agri Marketing magazine; Country Journal Publishing; Farm Journal Media; Farm Progress Companies; High Plains Journal; Hoard's Dairyman; Lee Publications, Inc.; Meister Media Worldwide; Penton Media; Sosland Publishing Company; Vance Publishing Corp.; Watt Publishing

\* Agri Marketing Magazine survey \*\*Forrester Research \*\*\* Yankelovich/Harris