



CropLife Launches New CropLife.com: Enhanced Searchability, Easier Navigation, Deeper Content Are Focus of New Site

FOR IMMEDIATE RELEASE: Willoughby, Ohio (November 3, 2011) – *CropLife*, the nation’s brand leader in ag retail communication, announces the launch of their completely redesigned and retooled website, CropLife.com. Chief advantages for readers include deeper, more topically focused navigation; topic-focused sub-sections; multiple windows to related content; and deeper, more accurate and more refineable search.

Categories such as Latest Headlines, Most Searched, Most Viewed and Most Commented quickly allow users to see the latest news and most talked-about topics. Interactive elements include videos throughout the site and the AgChat Twitter feed. Disease, Insect and Weed categories each contain articles on the latest products, news and research in those areas. Of course, content from the latest issues of *CropLife* magazine and its sister publication, *CropLife IRON*, is available for viewing on the website as well.



Popular features from the previous website are presented in a fresh, more searchable database format. The CropLife 100, a ranking of the top 100 ag retailers, is now searchable by a number of criteria, allowing the user to tailor the information specifically to his or her needs and drill back to historical data. And the Crop Protection Database is being reformatted expressly for the retailer market, now including data on 1,800 active ingredients and 13,000 brand names.

“Ag retailers and the crop inputs industry in general are increasingly turning to the Internet for information they need to run their businesses,” says Jim Sulecki, director of eMedia for Meister Media Worldwide, *CropLife*’s parent company. “This website is the most visible part of a deeper investment in a one-platform technology that is being used by *CropLife* editors to produce not only the website but also newsletters and print publications.”

CropLife.com is the first launch on this new platform, which uses technology provided by Nstein/Open Text, a content management software company whose media clients also include *Condé Nast* and *Reader’s Digest*. The remainder of Meister Media’s editors and brands will join *CropLife* on the Nstein platform in 2011 and 2012,” Sulecki said.

The new interface was applauded by the audience that tested the beta version of the new site.

“I like the tiered links at the top of the page, and that your audience can see at a glance what each of the main links contains,” said one tester. “Also, it’s great to click on the sub-links and be able to see all of the content on fertilizers and/or seed/biotech, etc. in one place.”

“The site looks great and is much improved,” said another beta tester. “I like the interactive filters on the CropLife 100 – especially the previous year’s list. CropLife 100 has become a popular industry talking point, and I like the easy find.”

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About CropLife Media Group: The CropLife Media Group (CLMG) is the nation's brand leader in ag retail communication. The CLMG offers unmatched market reach through relevant, impactful brand extensions focused exclusively on the input distribution channel. Its magazines include *CropLife*, *CropLife IRON* and *Precision Ag Special Reports*. CLMG's websites include CropLife.com, EnvironmentalRespect.com and PrecisionAg.com. CLMG also delivers detailed product information through its Crop Protection Database, publishes the *CropLife* and *PrecisionAg* e-newsletters, produces numerous large-scale live events (e.g., InfoAg Conference), and provides extensive custom publishing services.

CLG corporate headquarters are located in Willoughby, OH, where the parent company, Meister Media Worldwide, was founded in 1932. The Ornamental, Horticulture, and International Groups are also located there. Other offices include: Memphis, TN — *Cotton Grower* headquarters, Modesto, CA — *Western Fruit Grower* headquarters and Orlando, FL — *Florida Grower* headquarters.

About Meister Media Worldwide: Meister Media Worldwide, headquartered in Willoughby, Ohio, provides integrated media solutions for worldwide specialized agriculture. A leader in the industry, the company provides information and networking opportunities to global markets, including fruits and citrus, vegetables, cotton, ornamental horticulture, precision agriculture, plant protection and Latin American agriculture. Founded in 1932, Meister Media Worldwide now produces 13 regular magazines, along with eNewsletters and more than 20 websites, as well as trade shows and exchange events. In addition, Meister produces custom print products, web development, videos and strategic business development services. Contact us at www.meistermedia.com.