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# KELSEY PUBLISHING GROUP

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## Kelsey re-organises its tractor magazines

Wednesday 2 December, for immediate release

Kelsey Publishing Ltd has announced today a re-organisation of its tractor magazine department, Steve Wright has taken over as publisher of these magazines from Stephen Curtis who, in turn, is focusing on the consumer lifestyle magazine division. Peter Simpson, who has been working as managing editor across these titles, and as editor of *Ford & Fordson Tractors*, has also moved on, having decided to leave the company.

Steve Wright, who is also managing director of Kelsey Publishing commented: "Having developed a passion for tractors over recent years I am delighted to be back at the exciting end of the business focussing directly on these top quality magazines. I am sad to see Peter Simpson leave and am grateful for the contribution he has made to our business over the past four years. Peter has said he wishes to pursue his interests in book writing and DVD production and that he is thinking of moving away from tractors to focus on rural magazines. We all wish him well for the future".

### Tractor & Machinery

This is our flagship title, with audited sales, Jan to Dec 2008 of 50,299. This is the biggest selling tractor magazine in the world and will be benefitting from further investment from the April 2010 issue.

**Old Tractor** Sister title to *Tractor & Machinery*, this magazine focuses mainly on pre-classic tractors. It is to be re-launched from the April 2010 issue with a new look and a new editor, Scott Lambert, who is currently deputy editor of *Tractor & Machinery*. We would like to thank former editor Stuart Gibbard for all his good work.

**Ford & Fordson Tractors** This bi-monthly, official magazine of the *Ford & Fordson* Association, now a glossy 68 pager, has developed strongly under Peter Simpson's stewardship. Unfortunately, Peter does not want to continue with this magazine. However, we are confident that we will be able to maintain and continue to improve on the quality of this title.

**Classic Massey & Ferguson enthusiast** The most recent tractor launch from Kelsey, originally edited by Steve Wright, this 100 page bi-monthly title continues to grow strongly under the editorship of Howard Sherren. The next issue to go on-sale will be the third in a row to give away a tractor in a free-to-enter competition.

**Tractor & farm Trader** This title has recently been moved from fortnightly to monthly and has seen a big increase in readership as a result. Focussed on the late classics to nearly new tractors this title serves the market for working farmers.

We are committed to investing in and growing these magazines and look forward to an exciting 2010

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