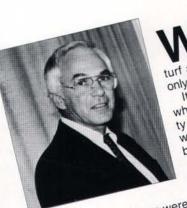
## FROM THE PUBLISHER



hen we began publishing sports TURF three years ago I knew that we were charting new waters. For the first time, a publishing company in the growing turf and landscape industry realized the need to address only the needs of those who toil on large, high-traffic turf areas. It was my feeling that by directing a magazine to those who take care of golf courses, sports complexes, university to take care of golf courses, sports complexes, university to take care of golf courses, sports complexes, university to take care of golf courses, sports complexes, university to the control of the course of ty and campus grounds, parks & recreation facilities, etc.,
we could zero in an preceing probleme not regularly covered. we could zero in on pressing problems not regularly covered

Until we came along, many of the non-association publi-ations covered both the golf covere market and the land. cations covered both the golf course market and the landscape contractor—and even some of the lawn care people. by other magazines.

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It the did I realize how vicious the "company of the lawn care people.

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Lalso realized that no one had readership statistics based on outside research. So we commissioned Simmons Market Research Bureau to conduct a study of the market. Becommissioned Simmons Market Research Bureau to market wanted to know if we are impacting this market. des, I wanted to know if we are impacting this market.

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The survey results show that you are a well-read group and receive at least four to the survey results show that you are a well-read group and receive at least four to the survey results show that you are a well-read group and receive at least four to the survey results show that or pertain to this field. Over 85 percent of those who is different publications that claim to pertain to this field.

The survey results show that you are a well-read group and receive at least four to six different publications that claim to pertain to this field. Over 85 percent of those who six different publications that claim to we received the highest readership rating of any responded read sports TURF regularly. six different publications that claim to pertain to this field. Over 85 percent of those who any We received the highest readership rating of any responded read sports TURF regularly. We received the highest readership rating a responded read sports TURF regularly. I think this proves that responded read sports TURF regularly. I think this proves that responded the others had rating of between 20 and 54 percent). I think this proves that responded the others had rating the responded to the others had rating the responded to the respondence responded read sports TURF regularly. We received the highest readership rating of any publication (the others had ratings of between 20 and 54 percent). I think this proves that publication (the others had ratings of between 20 and 54 percent). I think this proves that publication (the others had ratings of between 20 and 54 percent). I think this proves that publication (the others had ratings of between 20 and 54 percent). or readers appreciate the fact that sports TURF is edited just for them.

What we wanted to know most was how sports TURF compared with these other magaines in providing you with the polf course and sports furf management information you responded back to Simmons. publication (tine others had ratings of between 20 and 54 percent). I think the our readers appreciate the fact that sports TURF is edited just for them.

What we wanted to know most was how sports TURF compared with the output was how sports TURF. What we wanted to know most was how sports TURF compared with these other magazines in providing you with the golf course and sports turf management information, the most unstances in providing you with the golf course and sports in-depth information, the most unstances which magazine provides you with the best in-depth information.

zines in providing you with the golf course and sports turf management information you need. Which magazine provides you with the best in-depth information, the survey results gave date information and the most useful information? In all cases. need. Which magazine provides you with the best in-depth information, the most up-to-date information and the most useful information? In all cases, the survey results gave sportsTURF sizeable leads. ports TURF sizeable leads.

Here are some interesting statistics generated by the survey. Those superintendents

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The Simmons study showed that during the next 12 months 62 percent of you will purtable from the simmons study showed that during the next 12 months 62 percent about 40 pertable from the simmons study showed that during the next 12 months 62 percent about 40 pertable from the simmons of t The Simmons study showed that during the next 12 months 62 percent of you will purchase new mowers, 50 percent of you will buy irrigation components, and about 40 perchase new mowers, 50 percent of you will buy irrigation. Nearly a third of you will invest cent will buy new vehicles and various types of trimmers. Nearly a third of you will buy new vehicles and various types of trimmers. for water and \$214,000 on labor.

cnase new mowers, 50 percent of you will buy irrigation components, and about 40 per-cent will buy new vehicles and various types of trimmers. Nearly a third of you will invest in tractors, sprayers, turf vacuums, and painting/marking equipment. Aerators cent will buy new vehicles and various types of trimmers. Nearly a third of you will invest in tractors, sprayers, turf vacuums, and painting/marking equipment. Aerators, topdress ers and trenchers are also figured in your budgets for this year. es and trenchers are also figured in your budgets for this year.

Some months ago, Bruce gathered some facts and figures. It may have surprised some, some months ago, Bruce gathered some facts and figures. It may have surprise to call of the Green Industry—we like the Green Industry—we Some months ago, Bruce gathered some facts and figures. It may have surprised some, but it came as no surprise to us that your segment of the Green Industry—we like to call it the institutional market—spends over \$10 billion annually. In tractors, sprayers, turr vacuums, and painting/marking equipment tractors, sprayers, turr vacuums, and painting/marking equipment series and trenchers are also figured in your budgets for this year.

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1989 looks to be a very strong year for the entire industry. I look forward to another year. to grow. I am proud to be able to play a small role in your growth.

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exciting year.

