

FROM THE PUBLISHER



When we began publishing *sportsTURF* 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 and campus grounds, parks & recreation facilities, etc., we could zero in on pressing problems not regularly covered by other magazines.

Until we came along, many of the non-association publications covered both the golf course market and the landscape contractor—and even some of the lawn care people on the cutting edge. Little did I realize how vicious the "competition" would be, nor did I realize how they would distort the truth about *sportsTURF*. I also 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. The study was done in November 1988. A questionnaire was sent to 1,000 golf course superintendents, stadium managers, university groundskeepers, park superintendents and sports turf contractors. More than 56 percent of those who received a questionnaire responded back to Simmons.

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 responded read *sportsTURF* 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 our readers appreciate the fact that *sportsTURF* is edited just for them.

What we wanted to know most was how *sportsTURF* compared with these other magazines 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 most up-to-date information and the most useful information? In all cases, the survey results gave *sportsTURF* sizeable leads.

Here are some interesting statistics generated by the survey. Those superintendents and groundskeepers who manage budgets reported the following average annual expenditures for 1988: You spent \$25,325 on chemicals, \$31,466 on vehicles, and \$31,936 for mowers, aerators and sprayers. \$22,383 of your 1988 budget went for irrigation components while \$10,368 was spent on seed. Last year you also paid an average of \$35,649 for water and \$214,000 on labor.

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 percent in tractors, sprayers, turf vacuums, and painting/marketing equipment. Aerators, topdressers 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, 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.

I would call us a large industry, but more importantly, we are healthy and continuing to grow. I am proud to be able to play a small role in your growth.

1989 looks to be a very strong year for the entire industry. I look forward to another exciting year.