

# Let's get down to grass facts about golf business.

**As an advertiser I'm not interested in reaching golf pros or clubhouse managers — they're not buyers of turf products.**

GOLF BUSINESS reaches only those businessmen responsible for turf and course related expenditures (i.e., turf maintenance equipment, seed, sod, chemicals, golf cars, course landscaping, maintenance buildings, renovations/expansions, etc.).

These readers include: A) superintendents, greens committee chairmen and general managers of private golf courses; B) superintendents and owners of daily fee and resort courses; C) superintendents, parks directors and commissioners of municipal golf courses.

... Collectively these businessmen control the golf course turf market.

In 1979 these GOLF BUSINESS readers will purchase approximately \$95 million worth of fertilizer ... \$30 million in fungicides ... \$23 million in insecticides and other turf chemicals ... \$105 million in turf equipment ... \$75 million in irrigation systems ... \$15 million in grass seed ... \$26 million in sand and soil amendments ... \$16 million in trees and ornamentals ... and millions of dollars more for other course related products.

**GOLFDOM lost its BPA audit in 1973 because of poor circulation standards. How do I know your circulation is any better today?**

The Harvest Publishing Company purchased GOLFDOM (now GOLF BUSINESS) in 1974 and rebuilt its circulation as if for a new magazine.

In August, 1977 GOLF BUSINESS received its BPA approval and remains the ONLY magazine reaching the entire golf course turf market with BPA circulation.

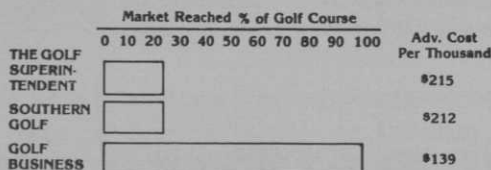
**You've made so many changes to GOLF BUSINESS. How do we know it's getting readership?**

Harvest Publishing has monitored GOLFDOM's readership since its purchase in August, 1974 ... Since August, 1976 (when GOLFDOM became the new GOLF BUSINESS), we have pre-tested editorial subjects by direct mail ... conducted telephone and personal interviews ... made readership polls at GCSAA shows and sponsored numerous aided recall readership studies to evaluate how readers compare GOLF BUSINESS to THE GOLF SUPERINTENDENT and various "horizontal" golf market media. It's because of this commitment to product development that we (and a growing list of advertisers) have confidence in GOLF BUSINESS today.

**Your advertising rates are too high compared to THE GOLF SUPERINTENDENT.**

There are no bargains in advertising or marketing. In the golf market you get what you pay for ... and in some cases you pay more for less!

For example: measure the number of golf courses delivered by THE GOLF SUPERINTENDENT or SOUTHERN GOLF for the price of a 4-color page:



**I'm only interested in reaching the southern golf market ... private golf courses markets, etc.**

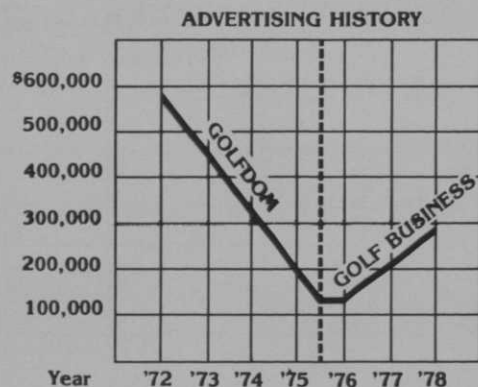
GOLF BUSINESS offers both geographic and demographic circulation buys. For example, if you're target marketing to southern resort courses in January and northeastern municipal courses in September, that's where we'll deliver your advertising message. We know of no other golf business publication offering this flexibility.

**GOLF BUSINESS issues are too thin. It looks weak.**

True, but all new trade magazines are thin — and GOLF BUSINESS is a new magazine. New name ... new format ... new circulation ... new editorial direction. A new magazine, but a magazine with a history, the negative side of which being that GOLFDOM (as a business) was neglected over the years and took a terrible plunge during its last 4½ years of life ... As a result, GOLFDOM developed a loser image and a reputation that GOLF BUSINESS has had to overcome.

It's tough to turn any business around ... It takes a good product and a lot of hard work.

**How much more time can you afford to wait and watch?**



## golf business

Serving the elite turf market.

# Idea file

## Old bowling pins make new tee markers

Walter Bell, superintendent at the North Kingston (Rhode Island) Golf Course, reports that he has had success in converting used bowling pins into tee markers. After painting and numbering them, he inserts a steel spike in the bottom to stand them up in the turf.

## Tips for maintaining turfgrass in shade

Virginia Agronomist K. J. Karnok recently offered members of the Old Dominion Golf Course Superintendents Association these tips on maintaining turfgrass under shady conditions:

"Following establishment of the proper turfgrass cultivars, several modified cultural practices are necessary.

"A cutting height of 2 to 2½ inches will allow the sward to absorb a greater amount of light.

"Excessive nitrogen fertilization results in succulent tissue which is more susceptible to disease and wear injury. Therefore, nitrogen should be maintained at a level just high enough to avoid nitrogen chlorosis.

"Late morning irrigation should be deep and infrequent, wetting the soil to a depth of at least 6 inches.

"Some benefits have been realized by modifying the shade environment. For example, pruning the lower limbs of isolated trees 8 to 10 feet above the ground will allow more morning and evening sunlight to reach the turf area. Dense planting of trees and shrubs should be avoided."

## Site selection spells success — or failure

Site selection will be a major factor in the success or failure of a golf course, says Rees Jones, president of the American Society of Golf Course Architects.

Jones asserts that a professional golf course architect can quickly assess whether a prospective site's characteristics — hills, trees, ravines, creeks, ponds — can be incorporated into a successful course design. "If the architect is able to make use of the natural advantages in the landscape, earthmoving operations are minimized, resulting in greatly reduced construction costs," he says.

Other characteristics to be noted are soil composition, accessibility to population centers, and availability of water and electrical power.