

# 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:

	Market Reached % of Golf Course											Adv. Cost Per Thousand
	0	10	20	30	40	50	60	70	80	90	100	
THE GOLF SUPERINTENDENT	[Progress bar showing ~10% reach]											\$215
SOUTHERN GOLF	[Progress bar showing ~10% reach]											\$212
GOLF BUSINESS	[Progress bar showing ~100% reach]											\$139

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

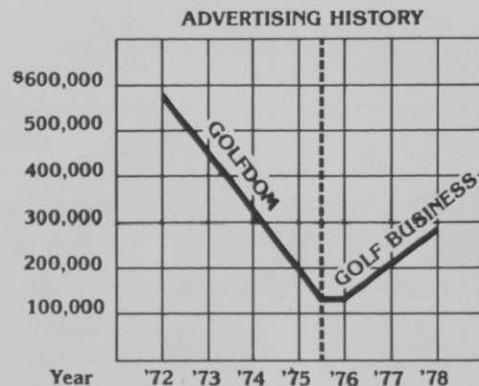
GOLF BUSINESS offers both geographic and demographic circulation buys. For example, if you're target marketing to southern resort courses in January and northeastern municipal courses in September, that's where we'll deliver your advertising message. We know of no other golf business publication offering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



## Idea file

### Tournament cements club-superintendent ties

Local superintendents' groups could help strengthen ties with private clubs in their area by copying a golf tournament hosted annually by the Ontario (Canada) Golf Superintendents Association.

In this event, the superintendent, greens chairman, and club president team up against similar teams from other clubs. Forty teams played in the OGSA tournament last year, making it one of the association's most popular events.



### What to do about oil spills on turf

Detergent proved most effective in enhancing bermudagrass recovery from damage by motor oil, hydraulic fluid, and brake fluid spills in a recent study conducted by Dr. James Beard, professor of turfgrass physiology at Texas A&M University.

Researchers at the Texas Agricultural Experiment Station applied gasoline, motor oil, hydraulic fluid, brake fluid, and grease — all commonly used in turfgrass maintenance equipment — to bermudagrass. Calcined fine clays (kitty litter), activated charcoal, and detergent were applied within 20 minutes of each spill, and the results evaluated.

None of the corrective treatments were effective on turf damaged by gasoline or grease, though the grass recovered from gasoline spills 3 to 4 weeks without corrective measures. More than 10 weeks were required for recovery from grease spills.

Applying detergent to injured turf proved more effective. In the case of spilled motor oil and hydraulic fluid, turf recovery time was 3 to 4 weeks rather than the 8 to 10 weeks it took untreated turf to recover. Turf damaged by brake fluid recovered in 2 to 3 weeks after detergent treatment, as opposed to 4 weeks for untreated grass.

# golf business

Serving the elite turf market.