A new look, the start of a new age

The staff of LANDSCAPE MANAGEMENT presents this issue with a great deal of pride. It's the flagship of a new-look magazine with new directions.

You've noticed by now that the changes begin with the cover. But they don't end there. If you flip through the pages of this month's LANDSCAPE MANAGEMENT, you'll get a much, much different "feel" from the magazine than you have in the past. These changes are the culmination of 10 months of intensive research and internal staff policy and design conferences.

They come as a direct response to reader preferences, voiced in a massive study conducted earlier this year. More than 300 of you were involved in telling us what you most like about your favorite trade magazines.

What did you tell us?
You said you want shorter articles. So we're giving you 16 shorter features this month, and at least as many each coming month.

You said you'd rather look at charts and graphs than take more time to wade through long prose. So we're including 15 charts, tables and graphs this month—with more in months to come.

You said you like more hands-on material that you can use in your everyday jobs. So we've changed the whole focus of the magazine away from massive technical articles and company profiles to comply with your wishes.

What you'll be reading from now on will be a combination USA Today, Business Week and the "old" LANDSCAPE MANAGEMENT. In short, we've changed what you wanted us to change—but we've kept the good parts.

Thanks to your input, the bulk of our articles will address the problems of landscape contractors, golf course superintendents, lawn care operators and recre-