

Letter From the Publisher

Advertising in TurfGrass TRENDS?

Dear Readers:

Is one of the reasons you subscribe to *TurfGrass TRENDS* that you don't have to wade through ads to find the article? Read on.

In our continuing search for ways to serve you better, we have conducted another reader survey. Thirty percent (30%) of the random sample to whom we sent questionnaires replied. That is a very impressive number -- all the more so since this was in the middle of your busiest season! Many thanks again to those who returned the questionnaire. Close to 80% of you rated *TGT's* material better than what you read in all other professional publications. 94% of you said you'll renew your subscription. This is a high standard for us to live up to.

Here are actual quotes you sent back: "No b.s.!" "Straight facts." "Cutting edge research of interest to all turf managers." "Excellent range and detail of topics. Dedication to in-depth information, written so that even any novice can understand it".

You are helping us plan our editorial schedule. Heat Stress was on the top of your list of requests, closely followed by Fertility and Soil Chemistry, Bio Controls and Diseases. Look at this month's cover article!

I want to insure that *TGT* serves all of you and that it keeps up its high standards. We still can address topic suggestions from those of you who have not received a survey. Just fill out, copy and fax the back page of this issue.

As to advertising: You liked the fact that we carry no advertising other than inserts for books and educational videos. Some of you even offered to pay more for *TGT* rather than have to wade through ads. As you know, the economics of publishing are as hard as the economics of your businesses. We would prefer more readers. If you would, too, recommend *TurfGrass TRENDS* to your colleagues.

Fax us the coupon below, (feel free to make copies) and we'll send your nominees two free issues of *TGT*. They can then decide for themselves whether the tip you passed on was a good one.



Maria L. Haber

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Free	Name:		
	Address:		
	City:		
	State, Zip:		
I understand my colleague will receive two free issues and a continuation notice. No invoice - No Hassle!			
<input type="checkbox"/> YES, SEND TWO FREE ISSUES OF <i>TURFGRASS TRENDS</i> TO MY COLLEAGUE:		Name _____	
		Business _____	
		Address _____	
		City _____	State _____ Zip _____
		Phone _____	Fax _____
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