

Aging

gracefully

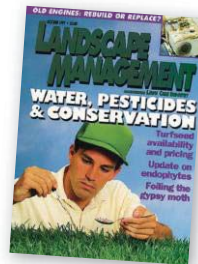
A look at how *Landscape Management's* design and focus have evolved over five decades. *By Marisa Palmieri*



1962

Weeds and Turf debuts.

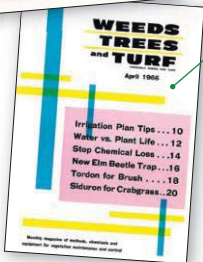
NOTABLE: Noticing a rise in demand for contract outdoor chemical applications, *Pest Control* magazine (now *Pest Management Professional*) begins running a monthly supplement called *Weeds and Turf*.



1991

A new LM logo and redesign appear in October.

NOTABLE: The editor's note touts: "What you'll be reading now is a combination *USA Today*, *Business Week* and the 'old' *Landscape Management*." *Lawn Care Industry* rolls into *LM*.



1965

We adopt a new name, Weeds Trees and Turf.

NOTABLE: "Trees" is added to the now standalone publication's name to reflect a shift in readership. The tagline is "Monthly magazine of methods, chemicals and equipment for vegetation maintenance and control."



1995

LM gets another facelift, starting in November.

NOTABLE: The editor's note mentions the magazine's new tech-y feature: an email account for readers to communicate with the staff. (In case you're curious, it was 75553.502@compuserve.com!)



1970s

Weeds Trees & Turf gets a groovy new logo.

NOTABLE: *Lawn Care Industry*, a news-driven, tabloid-sized publication, accompanies *Weeds Trees & Turf* starting in 1977.



1999

The September issue features another new logo and redesign.

NOTABLE: *LM's* focus becomes more vertical, dropping coverage of the golf market with the relaunch earlier that year of sister publication *Golfdom*.



1987

We debut a new name: Landscape Management.

NOTABLE: By now we focus on landscape, golf and grounds professionals. *Lawn Care Industry* continues as a separate publication.



2009

LM gets a modern look.

NOTABLE: *LM's* award-winning art director, Carrie Parkhill Wallace, puts her stamp on the publication's design with a new, sans-serif typeface for the logo, starting with the January issue. It's still our look today.