

Superintendent readers are an elite group of golf course superintendents that are passionate about the game of golf and dedicated to the sport. Managing and maintaining the greens, fairways and roughs is a big job. Our readers need the right tools and equipment for success – and for this they turn to *Superintendent*.

| | MAJOR THEMES | ADDITIONAL CONTENT | SURVEYS & SUPPLEMENTS | EVENTS/ DISTRIBUTION | DIGITAL/ SOCIAL | PRODUCT FOCUS |
|--|--|---|--|--|--|--|
| JANUARY Print Ad Close: 12/15 Materials Due: 12/17 | <ul style="list-style-type: none"> 2018 Outlook GIS Preview | <ul style="list-style-type: none"> Executive Profile Golf Economy Member communications | | <ul style="list-style-type: none"> GIS/San Antonio | <ul style="list-style-type: none"> Australia | <ul style="list-style-type: none"> New from GIS |
| FEBRUARY Print Ad Close: 1/17 Materials Due: 1/24 | <ul style="list-style-type: none"> State of the Profession | <ul style="list-style-type: none"> Buying versus Leasing Equipment Mowing management: HOC & Speed Maintaining Natural areas | <ul style="list-style-type: none"> State of the Profession Survey & Special Report | <ul style="list-style-type: none"> GIS/San Antonio | <ul style="list-style-type: none"> South Africa | <ul style="list-style-type: none"> Mowers |
| MARCH Print Ad Close: 2/14 Materials Due: 2/21 | <ul style="list-style-type: none"> Labor & Hiring Masters preview | <ul style="list-style-type: none"> Splitting shifts Subsurface insect control Labor/visas | <ul style="list-style-type: none"> Personal Health, Safety & Development Supplement | | <ul style="list-style-type: none"> UK | <ul style="list-style-type: none"> Fertilizer products |
| APRIL Print Ad Close: 3/14 Materials Due: 3/21 | <ul style="list-style-type: none"> Water & Irrigation Issue | <ul style="list-style-type: none"> Executive profile Aquatic management Irrigation technology | | | <ul style="list-style-type: none"> Ireland | <ul style="list-style-type: none"> Irrigation Aquatic management |
| MAY Print Ad Close: 4/11 Materials Due: 4/18 | <ul style="list-style-type: none"> Tournament Prep Guide U.S. Open preview | <ul style="list-style-type: none"> Working with the pro shop on setup Pin placements & cutting cups Nutsedge control | <ul style="list-style-type: none"> Brand Perception Survey | | <ul style="list-style-type: none"> Scotland | <ul style="list-style-type: none"> Pest control Sprayers |
| JUNE Print Ad Close: 5/15 Materials Due: 5/22 | <ul style="list-style-type: none"> Sustainability | <ul style="list-style-type: none"> IPM & pollinator health Executive profile Soil health | | | <ul style="list-style-type: none"> Open preview | <ul style="list-style-type: none"> Biologicals |
| JULY Print Ad Close: 6/11 Materials Due: 6/18 | <ul style="list-style-type: none"> Technology Issue PGA preview | <ul style="list-style-type: none"> Precision applications Disease control & abiotic stress management Data-based decision making | <ul style="list-style-type: none"> Readex Ad Study | | <ul style="list-style-type: none"> Sweden | <ul style="list-style-type: none"> GPS, drones, data collection & ERP/Software |
| AUGUST Print Ad Close: 7/11 Materials Due: 7/24 | <ul style="list-style-type: none"> Architecture | <ul style="list-style-type: none"> Restoring classic courses Master planning Poa control | | | <ul style="list-style-type: none"> Canada | <ul style="list-style-type: none"> Seed, bunker products, drainage & architectural features |
| SEPTEMBER Print Ad Close: 8/14 Materials Due: 8/21 | <ul style="list-style-type: none"> Buying Intentions Guide | <ul style="list-style-type: none"> Executive profile Season-long fertility programs Strip seeding and sodding | <ul style="list-style-type: none"> Buying Intentions Survey: All products | <ul style="list-style-type: none"> GIE EXPO 2018 | <ul style="list-style-type: none"> Germany | <ul style="list-style-type: none"> Blowers Fertilizer products |
| OCTOBER Print Ad Close: 9/12 Materials Due: 9/19 | <ul style="list-style-type: none"> The Budget Guide | <ul style="list-style-type: none"> Maintenance standards Major Munis Outsourcing service providers | | <ul style="list-style-type: none"> Carolinas GCSA Conference/Tradeshaw | <ul style="list-style-type: none"> Spain | <ul style="list-style-type: none"> Labor-saving equipment & services |
| NOVEMBER Print Ad Close: 10/10 Materials Due: 10/17 | <ul style="list-style-type: none"> Distribution and Procurement | <ul style="list-style-type: none"> Assistant profiles Early-order programs & Rebates Proactive tree maintenance | <ul style="list-style-type: none"> Distributor Satisfaction Survey | | <ul style="list-style-type: none"> Thailand | <ul style="list-style-type: none"> Small equipment |
| DECEMBER Print Ad Close: 11/5 Materials Due: 11/12 | <ul style="list-style-type: none"> R&D Report | <ul style="list-style-type: none"> Managing snow mold Executive profile Chemical pipeline report | | | <ul style="list-style-type: none"> New Zealand | <ul style="list-style-type: none"> Topdressers, aerators, rollers |

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Superintendent's Editorial Advisory Board features 10 experienced and knowledgeable golf course superintendents representing a variety of courses, from private to resort to public.



DID YOU KNOW?
77% Direct Request Rate
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