

Superintendent magazine educates golf course superintendents through well-sourced and detailed content that emphasizes applicability to help them become more productive.

**EDITORIAL ADVISORY BOARD**  
Superintendent's Editorial Advisory Board features 11 experienced and knowledgeable golf course superintendents representing a variety of courses, from private to resort to public.

**Did You Know?**

**77%**  
**DIRECT REQUEST RATE**  
Highest percent of total circulation compared with competitors serving the role "superintendent."

**A SUPER FOLLOWING**  
The Superintendent brand boasts more than 9,600 followers on Facebook and Twitter.

SuperintendentMagazine.com

SuperintendentMagazine

@SuperintndtMag

	FEATURE FOCUS	FEATURES	ONLINE EXCLUSIVES	EVENTS
<b>JANUARY</b> Print Ad Close: 12/13	<b>Golf Industry Show Preview</b>	Superintendent Profile Pesticides and Bees Talking Topdressing	Golf Industry Show Preview Monthly Survey	
<b>FEBRUARY</b> Print Ad Close: 1/19	<b>Super Survey</b>	High Tech Equipment Spring Maintenance Tips Superintendent Roundtable	Golf Industry Show Coverage Monthly Survey	Golf Industry Show
<b>MARCH</b> Print Ad Close: 2/16	<b>Masters Preview</b>	Superintendent Profile Annual Bluegrass Weevil Control Organics Are In	Super Survey Monthly Survey	New England Regional Turfgrass Conference and Show
<b>APRIL</b> Print Ad Close: 3/16	<b>The Water Issue</b>	New Irrigation Technology Maximizing Irrigation Efficiency Wetting Agents & Surfactants	Masters Coverage Monthly Survey	
<b>MAY</b> Print Ad Close: 4/13	<b>U.S. Open Preview</b>	Agronomics and Severe Heat Dollar Spot Control Superintendent Roundtable	Irrigation Efficiency Tips Monthly Survey	
<b>JUNE</b> <i>*Readex Ad Effectiveness Study</i> Print Ad Close: 5/17	<b>Golf &amp; Sustainability</b>	Superintendent Profile Mowing Height Open Championship Preview	U.S. Open Coverage Monthly Survey	
<b>JULY</b> Print Ad Close: 6/15	<b>PGA Championship Preview</b>	Taking Care of the Soil Poa Annua Control Talking Aeration	Taking Care of the Soil Monthly Survey	Rutgers Research Field Day
<b>AUGUST</b> Print Ad Close: 7/13	<b>Golf &amp; Architecture</b>	Superintendent Profile Fall Fertilization Superintendent Roundtable	PGA Championship Coverage Monthly Survey	Ohio Turfgrass Foundation Field Day
<b>SEPTEMBER</b> Print Ad Close: 8/6	<b>Growing the Game</b>	Compost on Courses Southern Pests Creeping North Bunker Maintenance	Growing the Game Monthly Survey	
<b>OCTOBER</b> Print Ad Close: 9/14	<b>The Maintenance Budget</b>	Superintendent Profile Plant Health on Southern Courses Talking Spraying	The Maintenance Budget Monthly Survey	Deep South Turf Expo
<b>NOVEMBER</b> Print Ad Close: 10/10	<b>Cream of the Crew</b>	The Latest Warm-Season Turf Varieties Water Management on Warm-Season Greens Superintendent Roundtable	Cream of the Crew Monthly Survey	Carolinas GCSA Conference & Show
<b>DECEMBER</b> Print Ad Close: 11/14	<b>The Year in Review</b>	Superintendent Profile Dealing with Winterkill People of the Year	The Year in Review Monthly Survey	Ohio Turfgrass Foundation Conference & Show

## FEATURED EVERY MONTH

### FIRM & FAST

Contributing Editor Anthony Pioppi, a veteran industry reporter, provides his take on myriad issues.



### SHAG BAG

Contributing Editor Jeff Bollig, who has been in the industry for more than 20 years, offers his views on the magazine's back page.



### TURF TALK

Contributing Editor Ron Furlong, a veteran golf course superintendent, discusses various turf and management issues.



### PIN HIGH

Superintendent Editor in Chief writes on industry people, issues and other happenings.

### SCORECARD

Short stories, facts, figures, surveys and other quick hits.

### CUTTING EDGE

New equipment and products.

## SPECIAL PACKAGES

Superintendent magazine covers the biggest events in the industry with print and online coverage as well as special social media campaigns.

### GOLF INDUSTRY SHOW EVENT

In the January issue, Superintendent magazine will preview the Golf Industry Show in Orlando. We will also cover the show with two e-newsletters during the event and a recap of the show will appear online with a special slideshow as well as a print story in the March issue.

### U.S. OPEN COVERAGE

Superintendent magazine will again cover the nation's championship, held at Erin Hills in Wisconsin, with a story in the May issue and three e-newsletters live from the event. A recap of the event will appear in the August issue. We will also offer coverage via Facebook and Twitter.

### MASTERS COVERAGE

The golf season's first major, The Masters, will feature a cover story on the event at Augusta National Golf Club in our March issue, as well as a Masters trivia contest on our Twitter account of more than 6,500 followers during the four-day tournament in April.

### PGA CHAMPIONSHIP COVERAGE

Superintendent magazine's print coverage of the year's final major championship at the Quail Hollow Club in North Carolina will occur in July and be followed by three e-newsletters live from the event in August. We will also offer coverage via Facebook and Twitter.