**American Nurseryman**

**Description:**
One of America's oldest and most respected business publications, American Nurseryman has continuously served the commercial horticulture industry since 1904.

Every month recognized authorities from the industry and academia, along with our tenured editors, present critical trends and issues that help our subscribers achieve business and environmental success. From the newest plant introductions, to the latest in pest and disease management, to the most innovative supplier offerings, we have covered it all for more than a century.

**Subscribers**
Generation-after-generation of growers, landscapers, re-wholesalers and retailers have literally grown up with American Nurseryman. They are the owners and managers of businesses—big and small, focused and diversified—who trust us to provide them with accurate, timely and unbiased information to help them succeed in today's changing world.

**The American Nurseryman Advantage**
American Nurseryman magazine is written by acknowledged industry experts for business professionals, and works in print and digital magazines, content Web site and online community and our bi-weekly e-mail newsletter, Sprout. With an exclusive print and electronic distribution strategy that uses standalone circulation as well as inclusion with the industry's premier landscape contractor publication, Turf, maximum penetration into the market is achieved. And since American Nurseryman is part of MRM's stable of leading green industry publications, including Tree Services and Growing, combination programs can be created to extend your reach across the entire supply chain.

**Sprout Newsletter**
Reach commercial horticulture professionals directly through American Nurseryman's e-newsletter, Sprout. Published biweekly, this e-mail program provides reliable news briefs for busy professionals—and outstanding exposure for your company.

- Relevant news and information drawn from leading sources: business, trade, academia, industry and media outlets.

- Circulation drawn from American Nurseryman magazine and customer client list.

- Hosting of e-Report on Amerinursery.com offers additional readership and visibility for your brand.

- Quarterly performance data.

**Contents:**
- **Six Essential Natives**
  Supporting local wildlife and providing architectural interest and beauty as well, native perennials are a must for the well-designed garden.
  By Peggy Anne Montgomery

- **Light Construction Equipment**
  From compacting to drilling to trenching, these versatile, labor-saving tools can conquer the task at hand.

- **Basic Botany for Horticulturists**
  What's more important than the fundamentals? If you've got a sound foundation in botany, the world of ornamental horticulture is your oyster plant.
  By Erik Draper, Jim Chatfield and Gary Gao

- **An Unpalatable Palette**
  Stressed, hungry deer will eat almost anything, but your installations may stand up to browsing if you specify plants reputed to be deer-resistant.
  By Sally Benson
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By Maria Zampini

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