

# Hotel Business®

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# 2010

## Editorial Calendar

| ISSUE   | SECTIONS  | SPECIAL REPORTS/SUPPLEMENTS   | FEATURES   | BONUS DISTRIBUTION   |
|---|---|---|--|--|
| <b>January 15</b><br><br><i>Space: 12/21</i><br><i>Materials: 12/23</i> | <b>Tech Trends:</b> <i>Security</i><br><b>Eye on Design:</b> <i>Sustainability</i><br>Facts & Figures<br><b>The Bottom Line by STR</b><br><b>Sustainability Forum</b> | <b>Hotel Journal</b><br>REIT Report<br>Online Travel Agencies<br>Labor Issues                               | <b>Shades Of Green:</b> <i>Energy Management Systems</i><br><b>Amenities:</b> <i>Irons &amp; Ironing Boards</i><br>Bedding & Linens<br>Insurance<br>New Construction & Renovations | <b>ALIS</b><br><b>Hospitality Law Conference</b><br><b>InspireDesign</b> |
| <b>February 7</b><br><br><i>Space: 1/13</i><br><i>Materials: 1/15</i>   | <b>Tech Trends:</b> <i>In-Room Entertainment</i><br>Vacation Ownership<br>Food & Beverage<br>Marketing Challenges<br><b>Sustainability Forum</b>                      | Hotel Brands Survey<br>Global Growth Supplement<br>Labor Issues   | <b>Amenities:</b> <i>Minibars</i><br>PTAC<br>Apparel<br>Fitness Centers & Spas   |  |
| <b>February 21</b><br><br><i>Space: 1/27</i><br><i>Materials: 1/29</i>  | <b>Tech Trends:</b> <i>Central Reservations Systems</i><br>Facts & Figures<br><b>The Bottom Line by STR</b>   | ALIS Wrap-Up<br><b>Segment Update:</b> <i>Select Service</i>  | <b>Shades Of Green</b><br><b>Amenities:</b> <i>In-Room Beverages</i><br>Flooring & Floor Care<br>Shuttle Buses & Vans  |  |
| <b>March 7</b><br><br><i>Space: 2/10</i><br><i>Materials: 2/12</i>      | <b>Tech Trends:</b> <i>CRM</i><br>Vacation Ownership<br><b>Eye on Design:</b> <i>Conversions</i><br>Marketing Challenges<br><b>Sustainability Forum</b>               | <b>Hotel Journal</b><br>Bath Design<br>Asset Management Report<br>New Construction & Renovations Supplement | <b>Amenities:</b> <i>Hair Dryers</i><br><br>Online Travel Agencies<br>Insurance  | <b>Hunter Conference</b>   |
| <b>March 21</b><br><br><i>Space: 2/24</i><br><i>Materials: 2/26</i>     | <b>Tech Trends:</b> <i>Security</i><br>Food & Beverage<br>Facts & Figures<br><b>The Bottom Line by STR</b>  | <b>Segment Update:</b> <i>Extended Stay</i><br>High-Tech Hotels Report                                      | <b>Shades Of Green:</b> <i>PTAC</i><br>Bedding & Linens  |  |
| <b>April 7</b><br><br><i>Space: 3/11</i><br><i>Materials: 3/15</i>      | <b>Tech Trends:</b> <i>Revenue Management</i><br>Vacation Ownership<br>Marketing Challenges<br><b>Sustainability Forum</b>  | Top 100 Management Companies<br>Management Company<br>Roundtable Coverage                                   | <b>Amenities:</b> <i>In-Room Beverages</i><br>Apparel  |  |
| <b>April 21</b><br><br><i>Space: 3/25</i><br><i>Materials: 3/29</i>     | <b>Tech Trends:</b> <i>Property Mgmt Systems</i><br><b>Eye on Design:</b> <i>Renovations</i><br>Facts & Figures<br><b>The Bottom Line by STR</b>                      | <b>Segment Update:</b> <i>Boutique</i>  | <b>Shades Of Green:</b> <i>Laundry</i><br>Flooring & Floor Care  | <b>JMBM "Meet The Money"</b>   |
| <b>May 7</b><br><br><i>Space: 4/12</i><br><i>Materials: 4/14</i>        | <b>Tech Trends:</b> <i>Kiosks</i><br><b>Eye on Design:</b> <i>Mixed-Use</i><br>Marketing Challenges<br><b>Sustainability Forum</b>                                    | <b>Segment Update:</b> <i>Timeshare</i>   | <b>Amenities:</b> <i>Minibars</i><br>Bath Design   | <b>HD Expo</b><br><b>ARDA Convention</b>                                 |
| <b>May 21</b><br><br><i>Space: 4/26</i><br><i>Materials: 4/28</i>       | <b>Tech Trends:</b> <i>In-Room Entertainment</i><br>Food & Beverage<br>Facts & Figures<br><b>The Bottom Line by STR</b>   | <b>Hotel Journal</b><br>Sources of Funding  | <b>Shades Of Green:</b> <i>Fitness Centers &amp; Spas</i><br>Insurance<br>Online Travel Agencies<br>New Construction & Renovations   | <b>NYU Investment Conference</b>   |
| <b>June 7</b><br><br><i>Space: 5/11</i><br><i>Materials: 5/13</i>       | <b>Tech Trends:</b> <i>CRM</i><br>Marketing Challenges<br><b>Sustainability Forum</b>   | <b>Segment Update:</b> <i>Economy</i><br>High-Tech Trends Hotels Report                                     | PTAC<br>Shuttle Buses & Vans<br>Business Centers   | <b>Neocon</b><br><b>AAHOA Convention</b>                                 |
| <b>June 21</b><br><br><i>Space: 5/25</i><br><i>Materials: 5/27</i>      | <b>Tech Trends:</b> <i>Web 2.0</i><br><b>Eye on Design:</b> <i>Extended Stay</i><br>Facts & Figures<br><b>The Bottom Line by STR</b>                                  | Top Construction Companies<br><b>Segment Update:</b> <i>Luxury</i><br>NYU Wrap-Up                           | <b>Shades Of Green</b><br>Bedding & Linens<br>Apparel  | <b>HITEC Convention</b>  |

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|---|--|--|---|--|
| July 15<br><br><i>Space: 6/22</i><br><i>Materials: 6/24</i>                       | <b>Tech Trends:</b> <i>Telecom</i><br><b>Eye on Design:</b> <i>Adaptive Re-Use</i><br>Marketing Challenges<br><b>The Bottom Line by STR</b><br><b>Sustainability Forum</b> | <b>Hotel Journal</b><br>Top Purchasing Companies<br><b>Diversity:</b> <i>Mid-Year Report</i>   | <b>Amenities:</b> <i>Irons &amp; Ironing Boards</i><br>Laundry<br>Flooring & Floor Care                                   | <b>NABHOOD</b><br>Convention                     |
| August 7<br><br><i>Space: 7/13</i><br><i>Materials: 7/15</i>                      | <b>Tech Trends:</b> <i>Group Sales &amp; Catering</i><br><b>Vacation Ownership</b><br>Marketing Challenges<br><b>Sustainability Forum</b>                                  | HITEC Wrap-Up<br>Franchise Report  | <b>Amenities:</b> <i>In-Room Beverages</i><br>Fitness Centers & Spas<br>Insurance   |  |
| August 21<br><br><i>Space: 7/27</i><br><i>Materials: 7/29</i>                     | <b>Tech Trends:</b> <i>In-Room Entertainment</i><br><b>Eye on Design:</b> <i>Boutique Hotels</i><br>Facts & Figures<br><b>The Bottom Line by STR</b>                       | Top Architects & Designers<br>Technology Challenges  | <b>Shades Of Green</b><br>Bath Design<br>PTAC   |  |
| September 7<br><br><i>Space: 8/11</i><br><i>Materials: 8/13</i>                   | <b>Tech Trends:</b> <i>Property Management Systems</i><br>Food & Beverage<br>Marketing Challenges<br><b>Sustainability Forum</b>   | Top 100 Owners & Developers<br>Hotel Owners & Developers<br>Roundtable Coverage  | <b>Amenities - Minibars</b><br>Furniture<br>Soft Goods<br>New Construction & Renovations                                  | <b>HD Boutique</b>                               |
| September 21<br><br><i>Space: 8/24</i><br><i>Materials: 8/26</i>                  | <b>Eye on Design:</b> <i>New Construction</i><br>Facts & Figures<br><b>The Bottom Line by STR</b>  | <b>Hotel Journal</b><br>International Update<br>High-Tech Hotels Report  | <b>Shades Of Green:</b> <i>Shuttle Buses &amp; Vans</i><br><b>Amenities:</b> <i>Hair Dryers</i><br>Online Travel Agencies | <b>Lodging</b><br>Conference                     |
| October 7<br><br><i>Space: 9/13</i><br><i>Materials: 9/15</i>                     | <b>Tech Trends:</b> <i>Security</i><br>Vacation Ownership<br>Marketing Challenges<br><b>Sustainability Forum</b>   | Top Hotel Brokers<br><b>Segment Update:</b> <i>Limited-Service</i>   | Bedding & Linens<br>Fitness Centers & Spas  |  |
| October 21<br><br><i>Space: 9/27</i><br><i>Materials: 9/29</i>                    | <b>Tech Trends:</b> <i>CRM</i><br><b>Eye on Design:</b> <i>Resorts</i><br>Facts & Figures<br><b>The Bottom Line by STR</b>   | IH/M&RS Pre-Show Issue   | <b>Shades Of Green:</b> <i>Clock Radios</i><br><b>Amenities:</b> <i>Minibars</i><br>Apparel<br>Insurance                  |  |
| Forecast 2011<br><br><i>Space: 9/21</i><br><i>Materials: 9/23</i>                 |  | <b>Forecast 2011</b> - A look ahead at the key trends in the lodging industry  |   | <b>Polybags with</b><br><b>October 21 issue</b>  |
| November 7<br><br><i>Space: 10/5</i><br><i>Materials: 10/7</i>                    | <b>Tech Trends - Search Engine Optimization</b><br>Vacation Ownership<br>Marketing Challenges<br><b>Sustainability Forum</b>   | <b>Hotel Journal</b><br>Eye on Mixed Use Development<br>Lodging Conference<br>Roundtable Coverage  | <b>Amenities:</b> <i>Clock Radios</i><br>PTAC<br>Online Travel Agencies<br>Insurance<br>New Construction & Renovations    | <b>IH/M&amp;R Show</b>                           |
| November 7 & 8<br><br><i>Space: 10/13</i><br><i>Materials: 10/15</i>              | IH/M&R <u>Official</u> Show Dailies  | Conference news distributed at official IH/M&RS hotel bus stops throughout NYC, from the Hotel Business exhibit and from bins located throughout the Jacob Javits Center |   |  |
| November 21<br><br><i>Space: 10/27</i><br><i>Materials: 10/29</i>                 | <b>Eye on Design:</b> <i>Lobby Design</i><br>Food & Beverage<br>Facts & Figures<br><b>The Bottom Line by STR</b>   | <b>Segment Update:</b> <i>Full-Service</i>   | <b>Shades Of Green</b><br>Bath Design<br>Flooring & Floor Care  |  |
| December 15<br><br><i>Space: 11/23</i><br><i>Materials: 11/29</i>                 | <b>Tech Trends:</b> <i>Security</i><br>Marketing Challenges<br><b>Sustainability Forum</b>   | IH/M&RS Buyer's Notebook   | PTAC<br>Bedding & Linens<br>Insurance<br>Laundry  |  |
| 2011 Almanac & Market Guide<br><br><i>Space: 11/16</i><br><i>Materials: 11/18</i> |  | <b>"The Green Book"</b> - The most comprehensive sourcebook for the hotel industry   |   | <b>Polybags with</b><br><b>December 15 issue</b> |

Plus regular, in-depth coverage of late-breaking news, HB Hears, Exclusive STR Research & Statistics, Supplier News, Personnel Changes, New Products, Calendar of Events and other important features.

