

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

Two Corporate Drive, Ninth Floor
Shelton, CT USA 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Hotel Business

ICD Publications
45 Research Way, Suite 106
East Setauket, NY 11733-0854
Tel.: (631) 246-9300
Fax: (631) 246-9496

Official Publication of: none
Established: 1992
Issues Per Year: 21
(See Paragraph 9)

FIELD SERVED

HOTEL BUSINESS serves hotels, motels, resorts, lodges, conference centers and multi-unit operators including chains and management companies at headquarters and regional offices. Also served are financial institutions, independent developers, purchasing companies, interior designers and others allied to the field, as reported in Paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate and multi-unit operations management, general management at individual units with their support team, food and beverage management and support, purchasing management, sales and marketing management, housekeeping management and support and other titled and non-titled lodging personnel including company copies as reported in Paragraph 3a herein.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	67
Advertiser and Agency _____	1,188
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	491
Digital _____	-
All Other _____	402
TOTAL	2,148

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	40,500	100.0	40,500	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,500	100.0	40,500	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July 7 _____	-	-			40,500	October 7 _____	-	-			40,500
July 21 _____	1,032	1,032			40,500	October 21 _____	1,209	1,209			40,500
August 7 _____	-	-			40,500	November 7 _____	-	-			40,500
August 21 _____	318	318			40,500	November 21 _____	11,290	11,290			40,500
September 7 _____	-	-			40,500	December 15 _____	61	61			40,500
September 21 _____	1,208	1,208			40,500	TOTAL	15,118	15,118			

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 21, 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	15,884	8,915	-			24,799	61.2
II. Request from recipient's company: _____	576	-	-			576	1.4
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	1,030	-	-			1,030	2.6
V. TOTAL - Sources other than above (listed alphabetically): _____	14,095	-	-			14,095	34.8
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	10,648	-	-			10,648	26.3
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	3,447	-	-			3,447	8.5
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	31,585	8,915	-			40,500	100.0
PERCENT	78.0	22.0	-			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 21, 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			38,887	96.0
Individuals by name only _____			136	0.4
Titles or functions only _____			1,467	3.6
Company names only _____			10	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			40,500	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 21, 2009

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	218		400-427 Kentucky _____	359	
030-038 New Hampshire _____	237		370-385 Tennessee _____	998	
050-059 Vermont _____	130		350-369 Alabama _____	365	
010-027 Massachusetts _____	760		386-397 Mississippi _____	270	
028-029 Rhode Island _____	119		EAST SO. CENTRAL	1,992	4.9
060-069 Connecticut _____	497		716-729 Arkansas _____	326	
NEW ENGLAND	1,961	4.8	700-714 Louisiana _____	321	
100-149 New York _____	3,696		730-749 Oklahoma _____	340	
070-089 New Jersey _____	1,415		750-799 Texas _____	2,856	
150-196 Pennsylvania _____	1,284		WEST SO. CENTRAL	3,843	9.5
MIDDLE ATLANTIC	6,395	15.8	590-599 Montana _____	199	
430-459 Ohio _____	891		832-838 Idaho _____	149	
460-479 Indiana _____	523		820-831 Wyoming _____	134	
600-629 Illinois _____	1,587		800-816 Colorado _____	900	
480-499 Michigan _____	829		870-884 New Mexico _____	276	
530-549 Wisconsin _____	775		850-865 Arizona _____	865	
EAST NO. CENTRAL	4,605	11.4	840-847 Utah _____	255	
550-567 Minnesota _____	688		889-898 Nevada _____	457	
500-528 Iowa _____	265		MOUNTAIN	3,235	8.0
630-658 Missouri _____	706		995-999 Alaska _____	112	
580-588 North Dakota _____	131		980-994 Washington _____	639	
570-577 South Dakota _____	243		970-979 Oregon _____	416	
680-693 Nebraska _____	186		900-961 California _____	4,339	
660-679 Kansas _____	348		967-968 Hawaii _____	194	
WEST NO. CENTRAL	2,567	6.3	PACIFIC	5,700	14.1
197-199 Delaware _____	124		UNITED STATES	40,071	98.9
206-219 Maryland _____	973		969 & 004-009 U.S. Territories _____	75	
200-205 Washington, DC _____	426		Canada _____	353	
220-246 Virginia _____	1,009		Mexico _____	-	
247-268 West Virginia _____	167		Other International _____	-	
270-289 North Carolina _____	1,005		APO/FPO _____	1	
290-299 South Carolina _____	584		TOTAL QUALIFIED CIRCULATION	40,500	100.0
300-319 Georgia _____	1,761				
320-349 Florida _____	3,724				
SOUTH ATLANTIC	9,773	24.1			

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified: _____	40,500	40,500	40,500	40,500	40,500	40,500
Qualified Non-Paid: _____	40,500	40,500	40,500	40,500	40,500	40,500
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January-December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

9. ADDITIONAL DATA**CHANGE IN FREQUENCY:**

Effective with the December 15, 2009 issue, Hotel Business changed its frequency from 24 to 21 issues per year.

PARAGRAPH 3b:

Business Directories include 1 source of circulation for a quantity of 10,648 copies or 26.3%, including InfoUSA. Other sources include 10 sources of circulation for quantities of 25 copies or 0.1% to 1,091 copies or 2.7%.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
21	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

James (Jay) Schultz, Senior Vice President, Hospitality Group

Nadine Salogub, Circulation Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 15, 2010

State New York

County New York

Received by BPA Worldwide January 15, 2010

Type PD

ID Number H073P0D9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 21, 2009

This issue is equal to the average of the other 10 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Corporate and Multi-Unit Operations Management	General Manager/ Manager/ Innkeeper, Front Office Manager	Single Unit Operations Management Support	VP/Director/ Manager of Food & Beverage	Food & Beverage Management Support	VP/Director of Purchasing, Purchasing Agent	VP/Director/ Manager of Sales & Marketing	Executive Housekeeper	Housekeeping Management Support	Director/ Manager of MIS/ Communications	Director of Security, Security Executive	Design Specifiers	Other Titled & Non-Titled Personnel & Company Copies, Other
			Chairman, CEO, President, Principal, Partner, Owner, Financial, Administration or Operations Manager, VP/ Director Operations/ COO, Controller/ CFO		Administrators, Operators, Assistant Managers, Rooms Division Manager		Banquet/Catering Manager, Lounge Manager, Chef				Maintenance Engineer, Laundry Manager, Housekeeping Personnel, Engineering/ Maintenance Personnel			Interior Designer or Architect, Chief Engineer, etc	
1. Hotels, Motels, Resorts, Lodges & Conference Centers															
A. Over 300 Rooms _____	2,029	5.0	776	604	85	71	77	43	126	27	25	41	12	30	112
B. 100-299 Rooms _____	2,992	7.4	1,053	1,265	107	47	61	21	225	36	42	26	8	23	78
C. 50-99 Rooms _____	2,165	5.4	927	1,010	67	7	11	7	63	11	16	5	6	8	27
D. 25-49 Rooms _____	1,133	2.8	574	465	29	2	20	2	22	2	8	2	2	1	4
E. Under 25 Rooms _____	782	1.9	452	249	19	6	17	2	11	1	8	4	-	3	10
F. Room Size Not Indicated _____	11,875	29.3	6,193	5,528	35	7	3	5	49	4	11	-	2	10	28
Sub-Total	20,976	51.8	9,975	9,121	342	140	189	80	496	81	110	78	30	75	259
2. Multi-Unit Operations															
A. Owner/Developer _____	7,162	17.7	5,672	671	123	19	20	60	141	5	10	24	6	163	248
B. Management Co. _____	2,806	6.9	1,746	513	68	34	33	36	178	7	15	49	16	57	54
C. Chain Headquarters or Regional Offices _____	1,999	4.9	1,204	155	39	21	18	57	204	-	6	51	6	74	164
Sub-Total	11,967	29.5	8,622	1,339	230	74	71	153	523	12	31	124	28	294	466
3. Independent Architects, Interior Designers, Construction Contractor, Engineer _____	1,750	4.3	889	59	9	4	1	22	85	-	3	6	1	548	123
Sub-Total (1-3)	34,693	85.6	19,486	10,519	581	218	261	255	1,104	93	144	208	59	917	848
4. Purchasing Companies _____	359	0.9	176	15	6	2	-	73	40	-	-	-	-	25	22
5. Financial (Real Estate, Insurance, Mortgage & Investment, Auditing, Appraisal, Bank) _____	1,443	3.6	1,045	59	12	2	1	13	78	-	1	5	2	-	225
6. Independent Hotel, Motel, Resort Developer _____	411	1.0	275	70	17	3	3	1	19	2	-	1	1	5	14
7. Trade, Supplier, Distributor, Dealer, Jobber, Manufacturers' Rep _____	2,293	5.7	1,250	156	42	5	10	22	553	5	8	27	3	46	166
8. Education/Hotel School, Association, Library _____	244	0.6	102	27	19	1	4	3	16	-	-	6	-	3	63
9. Others Allied to the Field _____	1,057	2.6	494	65	15	6	5	7	89	3	1	7	1	35	329
TOTAL QUALIFIED CIRCULATION	40,500	100.0	22,828	10,911	692	237	284	374	1,899	103	154	254	66	1,031	1,667
PERCENT	100.0		56.4	26.9	1.7	0.6	0.7	0.9	4.7	0.3	0.4	0.6	0.2	2.5	4.1