

BUSINESS PUBLICATION

Publisher's Statement

6 months ended December 31, 2017

Subject to Audit

Field Served:

HOTEL BUSINESS serves THE HOSPITALITY/LODGING INDUSTRY, Multi-Unit Owners/ Operators/ Developers/Franchisees, Management Companies, Hotel Brand Headquarters and Regional Offices. Also served are Architecture/Interior Design Firms, Construction Companies as well as Purchasing Companies, Financial Companies and others allied to the field, as reported in the Business & Occupational Analysis herein.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		40,500
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		40,500
Total Average Qualified Nonpaid Circulation		40,500

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	190
Nonqualified Miscellaneous, Including Staff Copies - Print	1,220
Total Average Nonqualified Circulation	1,410

AVERAGE CIRCULATION BY ISSUES	
Issue	Qualified Nonpaid - Print
Jul 15	40,500
Aug 07	40,500
Aug 21	40,500
Sep 07	40,500
Sep 21	40,500
Oct 07	40,500
Oct 21	40,500
Nov 07	40,500
Nov 21	40,500
Dec 15	40,500

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total Qualified Nonpaid - Print	%	Classification by Title					
			A	B	C	D	E	F
HOSPITALITY/LODGING								
Owners/Operators/Developers/Franchisees	27,365	67.6	9,878	6,582	524	5,307	2,262	2,812
Management Companies	3,869	9.5	2,229	470	62	62	612	434
Hotel Brand Headquarters/Regional Offices	3,597	8.9	1,250	104	58	1,918	227	40
Sub-Total	34,831	86.0	13,357	7,156	644	7,287	3,101	3,286
Architecture/Interior Design Firms, Construction Companies	3,421	8.4						
Purchasing Companies	316	0.8						
Financial Companies (Real Estate, Broker, Lender, REIT, Asset Manager, Investor)	1,374	3.4						
Distributors, Manufacturers' Representatives	419	1.0						
Education/Association/Others Allied to the Field	139	0.4						
Total Qualified Circulation	40,500	100.0						

Key to Classification by Title

A - EXECUTIVE MANAGEMENT (Chairman, CEO, President, Partner, Owner, VP/Director Operations, COO, VP/Director Financial Admin, Controller, CFO)

B - GENERAL MANAGEMENT (General Manager, Manager)

C - DESIGN MANAGEMENT (Interior Designer, Architect, Chief Engineer, General Contractor)

D - TECHNOLOGY MANAGEMENT (Chief Technology Officer, CTO, Information Technology, Chief Information Officer, CIO, MIS, Communications/Security)

E - PURCHASING MANAGEMENT & SALES & MARKETING MANAGEMENT

F - SUPPORT MANAGEMENT (Food & Beverage, Housekeeping, Maintenance) & Other Titled Personnel

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	%
Total Direct Request From Recipient	33,927			33,927	83.8
Total Direct Request From Recipient's Company					
Total Communication Other Than Request					
Association					
Business Directories					
Lists					
Acquired Circulation					
Other Sources	6,573			6,573	16.2
Total Qualified Subscriptions	40,500			40,500	100.0
Percent	100.0			100.0	

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	416
Arizona	805
Arkansas	327
California	4,452
Colorado	802
Connecticut	552
Delaware	102
District of Columbia	288
Florida	3,523
Georgia	1,636
Idaho	169
Illinois	1,532
Indiana	589
Iowa	311
Kansas	314
Kentucky	390
Louisiana	508
Maine	266
Maryland	955
Massachusetts	894
Michigan	813
Minnesota	737
Mississippi	297
Missouri	643
Montana	212
Nebraska	161
Nevada	459
New Hampshire	206
New Jersey	1,272
New Mexico	242
New York	3,386
North Carolina	1,144
North Dakota	122
Ohio	1,026
Oklahoma	383
Oregon	414
Pennsylvania	1,389
Rhode Island	162
South Carolina	668
South Dakota	184
Tennessee	993
Texas	2,950
Utah	297
Vermont	187
Virginia	1,278
Washington	664
West Virginia	146
Wisconsin	724
Wyoming	116
TOTAL 48 CONTERMINOUS STATES	40,106
Alaska	116
Hawaii	221
TOTAL ALASKA & HAWAII	337
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	40,443
Poss. & Other Areas	
U.S. & POSS., etc.	40,443
Canada	32
International	
Military or Civilian Personnel Overseas	25
Total International	57
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	40,500

NOTES

Definition of Recipient Qualification:

Qualified recipients are: Hospitality Professionals within EXECUTIVE MANAGEMENT (Chairmen, CEOs, Presidents, Partners, Owners, VPs/Directors of Operations, COOs, Controllers, CFOs, etc.) / GENERAL MANAGEMENT (General Managers, Managers, etc.) / DESIGN MANAGEMENT (Interior Designers, Architects, Chief Engineers, etc.) / TECHNOLOGY MANAGEMENT (Chief Technology Officers, CTOs, Information Technology Management, Chief Information Officers, CIOs, MIS, Communications/Security, etc.) PURCHASING MANAGEMENT and SALES & MARKETING MANAGEMENT / SUPPORT MANAGEMENT and other personnel as reported in the Business & Occupational Analysis herein.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Other Sources: Represent copies served to names obtained from trade show/conference attendee lists and independent field reports.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis and Geographic Analysis is from an analysis of the November 21, 2017 issue.

Allocated for Shows and Conventions

Represents copies delivered to the following Trade Shows:

Trade Show	Location	Show Dates	Issues	Copies Delivered
RSS	Washington, DC	7/26/17	7/15/17	100
Lodging Conference	Phoenix, AZ	10/30/17	10/21/17	1100
HX-Hotel Experience	New York, NY	11/12/17	11/7/17	700

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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