

B2B Media

Publisher's Statement

6 months ended June 30, 2020

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		40,000
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		40,000
Total Average Qualified Nonpaid Circulation		40,000

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	164
Nonqualified Miscellaneous, Including Staff Copies - Print	450
Total Average Nonqualified Circulation	614

CIRCULATION BY ISSUES	
Issue	Qualified Nonpaid - Print
Jan 15	40,000
Feb 15	40,000
Mar 07	40,000
Mar 21	40,000
Apr 07	40,000
Apr 21	40,000
Jun 15	40,000

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	25,826	64.6	12,819	8,003	93	3,586	1,155	170
Management Companies	3,105	7.8	1,969	355	45	280	395	61
Hotel Brand Headquarters/Regional Offices	4,768	11.9	4,033	120	88	71	377	79
Sub-Total	33,699	84.2	18,821	8,478	226	3,937	1,927	310
Architecture/Interior Design Firms, Construction Companies	4,912	12.3						
Purchasing Companies	224	0.6						
Financial Companies (Real Estate, Broker, Lender, REIT, Asset Manager, Investor)	1,165	2.9						
Distributors, Manufacturers' Representatives								
Education/Association/Others Allied to the Field								
Total Qualified Circulation	40,000	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	Percent
Total Direct Request From Recipient	29,282	5,373		34,655	86.6
Written					
Telecommunication	29,282	5,373		34,655	86.6
Internet and Email					
Total Direct Request From Recipient's Company					
Written					
Telecommunication					
Internet and Email					
Total Communication Other Than Request					
Written					
Telecommunication					
Internet and Email					
Association					
Business Directories					
Lists					
Acquired Circulation					
Other Sources	5,345			5,345	13.4
Total Qualified Subscriptions	34,627	5,373		40,000	100.0
Percent	86.6	13.4		100.0	

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	396
Arizona	846
Arkansas	282
California	4,833
Colorado	907
Connecticut	546
Delaware	97
District of Columbia	253
Florida	3,218
Georgia	1,408
Idaho	166
Illinois	1,493
Indiana	578
Iowa	308
Kansas	314
Kentucky	365
Louisiana	489
Maine	252
Maryland	912
Massachusetts	969
Michigan	836
Minnesota	751
Mississippi	290
Missouri	635
Montana	209
Nebraska	171
Nevada	502
New Hampshire	245
New Jersey	1,273
New Mexico	257
New York	3,001
North Carolina	1,124
North Dakota	130
Ohio	1,040
Oklahoma	351
Oregon	505
Pennsylvania	1,380
Rhode Island	155
South Carolina	672
South Dakota	196
Tennessee	903
Texas	2,740
Utah	304
Vermont	216
Virginia	1,163
Washington	827
West Virginia	138
Wisconsin	764
Wyoming	118
TOTAL 48 CONTERMINOUS STATES	39,528
Alaska	102
Hawaii	278
TOTAL ALASKA & HAWAII	380
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	39,908
Poss. & Other Areas	14
U.S. & POSS., etc.	39,922
Canada	76
International	1
Military or Civilian Personnel Overseas	1
Total International	78
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	40,000

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 June 15, 2020 issue.

Age of Source Projection: The figures used are based on percentages established for the July 15, 2019 issue and projected against the totals for the June 15, 2020 issue.

Allocated for Shows and Conventions

Represents copies delivered to the following Trade Shows:

Trade Show	Location	Show Dates	Issues	Copies Delivered
Alis Conference	Los Angeles, CA	1/27-1/29	01/15/20	1150

Miscellaneous: Due to the disruption of normal business activities created by COVID-19, the data provided in this Publisher's Statement allows for temporary changes in distribution and/or documentation based on Publisher discretion from March 9, 2020 until normal business resumes.

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.

Frequency: 18 times per year

Format: Tabloid

Established: 1992

AAM Member Since: 2012

Member #: 06-0585-5

SRDS: 66

Parent Company: ICD Publications, Inc.

Published by:

ICD Publications, Inc.

150 Motor Parkway

Hauppauge, NY 11788

T: (631) 246-9300 • F: (631) 246-9495

www.hotelbusiness.com

ALLEN ROLLERI
Publisher

NADINE SALOGUB
Director of Circulation