



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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.

No. NEC/06-11

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
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 comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 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
www.hotelbusiness.com
circulation@hotelbusiness.com

Official Publication of: None
Established: 1992
Issues Per Year: 21

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 _____	71
Advertiser and Agency _____	1,293
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	393
Digital _____	-
All Other _____	734
TOTAL	2,491

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	-	-

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Total Qualified
January 15 _____	40,500
February 7 _____	40,500
February 21 _____	40,500
March 7 _____	40,500
March 21 _____	40,500
April 7 _____	40,500
April 21 _____	40,500
May 7 _____	40,500
*May 21 _____	40,500
June 7 _____	40,500
June 21 _____	40,500

*Analyzed Issue

2b. WEBSITE ACTIVITY BY MONTH

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
May _____	104,423	18,029	10,770	1.67	02:16	12:46
June _____	110,722	18,324	11,115	1.65	03:01	18:01
AVERAGE:	107,573	18,177	10,943	1.66	02:38	15:24

DATA PROVIDED BY WERED BY

HOTEL BUSINESS / June 2011

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
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 Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January-June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA**PARAGRAPH 3a:**

Room Size Data are derived from individual information provided by recipients or in cases of Chain Locations, may be derived as the Average Number of Rooms per Chain Location from independent sources.

PARAGRAPH 3b:

Communication from recipient or recipient's firm (other than request) includes 1,134 or 2.8% requesters from Hotel Business DESIGN magazine Business directories include 1 source of circulation for a quantity of 5,924 copies or 14.6%, including InfoUSA. Other sources include 10 sources of circulation for quantities of 10 copies or -% to 490 copies or 1.2%.

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 July 26, 2011

State New York

County New York

Received by BPA Worldwide July 26, 2011

Type PD

ID Number H073POJ1

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 21, 2011

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. 100-300 & Over Rooms _____	5,866	14.5	2,057	2,649	187	114	106	76	373	56	60	49	20	8	111
B. 50-99 Rooms _____	4,740	11.7	1,804	2,672	92	6	12	11	74	13	16	6	5	6	23
C. 25-49 Rooms _____	1,590	3.9	790	648	51	5	9	5	20	5	11	3	3	26	14
D. Under 25 Rooms _____	1,281	3.2	806	349	35	14	15	1	8	1	8	2	1	27	14
E. Room Size Not Indicated _____	4,812	11.9	3,038	1,661	12	3	5	4	30	2	8	3	-	5	41
Sub-Total	18,289	45.2	8,495	7,979	377	142	147	97	505	77	103	63	29	72	203
2. Multi-Unit Operations															
A. Owner/Developer _____	7,498	18.5	5,903	693	110	20	13	73	169	11	11	18	5	139	333
B. Management Co. _____	2,635	6.5	1,758	387	46	18	24	41	165	13	7	32	8	47	89
C. Chain Headquarters or Regional Offices _____	2,147	5.3	1,382	128	34	12	7	58	244	-	5	60	5	69	143
Sub-Total	12,280	30.3	9,043	1,208	190	50	44	172	578	24	23	110	18	255	565
3. Independent Architects, Interior Designers, Construction Contractor, Engineer _____	2,501	6.2	1,339	100	15	5	1	34	151	-	6	7	1	742	100
Sub-Total (1-3)	33,070	81.7	18,877	9,287	582	197	192	303	1,234	101	132	180	48	1,069	868
4. Purchasing Companies _____	469	1.1	247	14	6	5	1	105	56	-	-	1	-	22	12
5. Financial (Real Estate, Insurance, Mortgage & Investment, Auditing, Appraisal, Bank) _____	2,034	5.0	1,512	93	17	3	-	23	161	-	3	14	3	6	199
6. Independent Hotel, Motel, Resort Developer _____	513	1.3	333	103	26	4	4	6	18	1	1	1	-	8	8
7. Trade, Supplier, Distributor, Dealer, Jobber, Manufacturers' Rep _____	2,816	6.9	1,389	183	65	7	9	39	849	3	14	27	7	84	140
8. Education/Hotel School, Association, Library _____	386	1.0	206	47	19	3	8	5	35	-	1	3	-	5	54
9. Others Allied to the Field _____	1,212	3.0	355	53	12	8	4	5	110	3	2	8	1	39	612
TOTAL QUALIFIED CIRCULATION	40,500	100.0	22,919	9,780	727	227	218	486	2,463	108	153	234	59	1,233	1,893
PERCENT	100.0		56.6	24.1	1.8	0.6	0.5	1.2	6.1	0.3	0.4	0.6	0.1	3.0	4.7

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 21, 2011

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	19,474	3,846	-	23,320	57.6
II. Request from recipient's company: _____	435	330	-	765	1.9
III. Membership Benefit: _____	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request): _____	6,934	661	-	7,595	18.7
V. TOTAL - Sources other than above (listed alphabetically): _____	6,119	2,701	-	8,820	21.8
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	4,386	1,538	-	5,924	14.6
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	1,733	1,163	-	2,896	7.2
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,962	7,538	-	40,500	100.0
*See Paragraph 8	PERCENT	81.4	18.6	100.0	

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 21, 2011

Regions	Total Qualified	Percent	Regions	Total Qualified	Percent
NEW ENGLAND	1,941	4.8	PACIFIC	5,721	14.1
MIDDLE ATLANTIC	6,255	15.4	UNITED STATES	39,995	98.8
EAST NO. CENTRAL	4,526	11.2	U.S. Territories	73	0.2
WEST NO. CENTRAL	2,412	6.0	CANADA	402	1.0
SOUTH ATLANTIC	10,025	24.8	MEXICO	-	-
EAST SO. CENTRAL	2,021	5.0	OTHER INTERNATIONAL	-	-
WEST SO. CENTRAL	3,916	9.7	APO/FPO	30	-
MOUNTAIN	3,178	7.8	TOTAL QUALIFIED CIRCULATION	40,500	100.0