

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.

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**HOTEL F&B** is a B2B brand exclusively devoted to Hotel, Resort and Casino Food & Beverage Operations, reaching director and management-level titles employed at all levels of the lodging foodservice industry including corporate headquarters, owners/operators, management companies and hotels, resorts, casinos, cruise lines, conference and convention centers, spas and luxury inns. The content focuses on key trends and success stories in all areas of hotel foodservice: restaurants, bars, banquets and catering, breakfast venues, lobbies, in-room dining and poolside. The content of every issue is delivered in print and digital format in the U.S. and available to subscribers globally via the digital edition and e-newsletter.



Scan for publisher's contact information

### BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

## CHANNELS

### HOTEL F&B MAGAZINE



4 issues in the period  
46,050 average circulation

### HOTEL F&B E-NEWSLETTERS



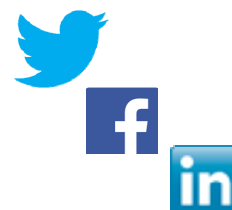
2 E-Newsletters in the period  
29 total issued in the period  
11,358 average per occurrence  
10,953 average per occurrence

### HOTEL F&B WEBSITE



10,240 average users

### HOTEL F&B SOCIAL MEDIA



4,184 Twitter followers  
6,795 Facebook likes  
20,989 LinkedIn group members

## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>HOTEL F&amp;B MAGAZINE</b> Unique Total* (4 issues in the period)	46,050	-	46,050
a. Print	43,802	-	43,802
b. Digital	2,691	-	2,691
1. Requested	2,691	-	2,691
2. Non-Requested	-	-	-
<b>HOTEL F&amp;B E-NEWSLETTERS</b>			
a. F&B TRENDS (12 issued in the period)	11,358	-	11,358
b. Hotel F&B Reader Favorites (17 issued in the period)	10,953	-	10,953
<b>HOTEL F&amp;B WEBSITE</b> (Monthly Users with 23,888 average Pageviews)	10,240	-	10,240
<b>HOTEL F&amp;B SOCIAL MEDIA</b>			
a. Twitter followers	**4,184	-	**4,184
b. Facebook likes	**6,795	-	**6,795
c. LinkedIn group members	**20,989	-	**20,989

\*Unique Total represents unique recipients, not the sum of Print and Digital.

\*\*Social Media claims are cumulative figures, not averages.

**FIELD SERVED**

**HOTEL F&B** serves Hotels, Resorts, Casinos, Cruise Ships, Conference, Convention, Banquet Centers, Corporate Headquarters, Management Company and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are Food & Beverage Directors including Director of F&B, Beverage/Wine Director, Director of Catering/Banquets, Special Events Director, Room Service Director, Director of Restaurants, Director of Outlets and Director of Conferences/Conventions; Chefs & Culinary Management including Executive Chef, Chef de Cuisine, Sous Chef, Pastry Chef, Banquet Chef, Restaurant Chef, Sommelier and Mixologist; Operations/Purchasing Management including Rooms Executive, Managing Director, General Manager, Hotel Manager, Resort Manager, Operations Manager, Guest Services Manager, Attractions Manager, Entertainment Manager, Hospitality Manager and purchasing management titles; Executive/Corporate/Financial Management including Owner, President, CEO, VP, Treasurer, Controller and other financial, marketing, sales management titles; Food & Beverage Management including F&B Manager, Restaurant Manager, Bar/Lounge Manager, Banquet Manager, Dining Room Manager, Executive Steward and Manager of Food Service Outlets and Other Functions.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,364
Allocated for Trade Shows and Conventions	-
All Other	256
<b>TOTAL</b>	<b>1,620</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	46,036	100.0	46,036	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	14	-	14	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>46,050</b>	<b>100.0</b>	<b>46,050</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2018 Issue	Print	Digital	Unique Total Qualified*
July/August	46,027	2,747	48,300
September	43,068	2,706	45,300
October	43,087	2,688	45,300
November/December	43,027	2,624	45,300

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018**  
 This issue is 2.2% or 1,000 copies below the average of the other 3 issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	Print	Digital	Classification by Title					
					Food & Beverage Directors (Note 1)	Chefs & Culinary Management (Note 2)	Operations/Purchasing Management (Note 3)	Executive/Corporate/Financial Management (Note 4)	Food & Beverage Management (Note 5)	Other Functions
Hotel/Resort/Casino/Cruise Ship (Note 6)	44,700	98.7	42,516	2,510	3,791	3,057	34,650	2,882	71	249
Conference/Convention/Banquet Center (Note 7)	243	0.5	215	35	95	37	65	38	3	5
Corporate Headquarters/Management Company	319	0.7	272	58	26	13	28	247	1	4
Others allied to the field	38	0.1	24	21	4	-	13	6	2	13
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>45,300</b>	<b>100.0</b>	<b>43,027</b>	<b>2,624</b>	<b>3,916</b>	<b>3,107</b>	<b>34,756</b>	<b>3,173</b>	<b>77</b>	<b>271</b>
<b>PERCENT</b>	<b>100.0</b>		<b>95.0</b>	<b>5.8</b>	<b>8.6</b>	<b>6.9</b>	<b>76.7</b>	<b>7.0</b>	<b>0.2</b>	<b>0.6</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Note 1: Food & Beverage Directors includes: Director of F&B, Beverage/Wine Director, Director of Catering/Banquets, Special Events Director, Room Service Director, Director of Restaurants, Director of Outlets and Director of Conferences/Conventions.

Note 2: Chefs & Culinary Management includes: Executive Chef, Chef de Cuisine, Sous Chef, Pastry Chef, Banquet Chef, Restaurant Chef, Sommelier and Mixologist.

Note 3: Operations/Purchasing Management includes: Rooms Executive, Managing Director, General Manager, Hotel Manager, Resort Manager, Operations Manager, Guest Services Manager, Attractions Manager, Entertainment Manager, Hospitality Manager and purchasing management titles.

Note 4: Executive/Corporate/Financial Management includes: Owner, President, CEO, VP, Treasurer, Controller and other financial, marketing, sales management titles.

Note 5: Food & Beverage Management includes: F&B Manager, Restaurant Manager, Bar/Lounge Manager, Banquet Manager, Dining Room Manager, Executive Steward and Manager of Food Service Outlets.

Note 6: Hotel/Resort/Casino/Cruise Ship includes spas and timeshares.

Note 7: Conference/Convention/Banquet Center includes caterers, event planners and other event venues.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018**

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	8,554	2,634	-	8,964	2,514	11,188	24.7
II. Request from recipient's company:	13,085	5,757	-	18,793	110	18,842	41.6
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	745	180	-	925	-	925	2.0
V. **Sources other than above, including : association rosters and directories, business directories, manufacturer's, distributor's and wholesaler's lists, and other sources	14,074	271	-	14,345	-	14,345	31.7
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>36,458</b>	<b>8,842</b>	<b>-</b>	<b>43,027</b>	<b>2,624</b>	<b>45,300</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.5</b>	<b>19.5</b>	<b>-</b>	<b>95.0</b>	<b>5.8</b>	<b>100.0</b>	

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

\*\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018\*\***

Regions	Print	Digital	Unique Total Qualified*	Percent
New England	1,843	126	1,944	4.3
Middle Atlantic	3,771	253	3,984	8.8
East No. Central	4,655	308	4,919	10.8
West No. Central	2,859	223	3,065	6.7
South Atlantic	8,998	538	9,467	20.9
East So. Central	2,532	188	2,705	6.0
West So. Central	5,204	392	5,557	12.3
Mountain	3,876	212	4,063	9.0
Pacific	6,131	292	6,347	14.0
<b>UNITED STATES</b>	<b>39,869</b>	<b>2,532</b>	<b>42,051</b>	<b>92.8</b>
U.S. Territories	137	1	137	0.3
Canada	3,011	12	3,023	6.7
Mexico	2	4	6	-
Other International	8	75	83	0.2
APO/FPO	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>43,027</b>	<b>2,624</b>	<b>45,300</b>	<b>100.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

\*\*See Additional Data

2018	F&B TRENDS	Hotel F&B Reader Favorites
<b>JULY</b>		
July 13	10,884	-
July 18	-	10,754
July 24	-	10,834
July 25	11,034	-
July 31	-	10,831
<b>AUGUST</b>		
August 1	11,102	-
August 9	-	10,864
August 14	-	10,842
August 22	-	10,975
August 29	11,359	-
<b>SEPTEMBER</b>		
September 5	11,351	-
September 12	-	10,964
September 18	-	10,962
September 19	11,436	-
September 26	-	11,025
<b>OCTOBER</b>		
October 3	11,555	-
October 10	-	11,086
October 16	-	11,071
October 17	11,537	-
October 24	-	11,055
<b>NOVEMBER</b>		
November 7	11,498	-
November 20	-	10,998
November 21	11,470	-
November 28	-	11,005
<b>DECEMBER</b>		
December 4	-	10,959
December 5	11,521	-
December 12	-	10,985
December 19	11,544	-
December 26	-	10,995
<b>AVERAGE:</b>	<b>11,358</b>	<b>10,953</b>

F&B TRENDS (12 issued in the period)  
 Hotel F&B Reader Favorites (17 issued in the period)

## WEBSITE CHANNEL

### WWW.HOTELFANDB.COM

2018	Pageviews	Sessions	Users	Average Session Duration
July	24,741	14,504	11,799	1:40
August	21,119	12,316	9,604	2:36
September	25,151	14,518	11,131	2:16
October	26,281	13,338	10,106	2:53
November	23,690	12,876	9,847	2:11
December	22,348	12,180	8,950	2:12
<b>AVERAGE:</b>	<b>23,888</b>	<b>13,289</b>	<b>10,240</b>	<b>2:18</b>

July – December 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

#### WEBSITE GLOSSARY

**Pageviews:** A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Users:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Average Session Duration:** The time visitors remain on a site per session.

## SOCIAL MEDIA CHANNEL

### Hotel F&B Social Media



Twitter followers

<https://twitter.com/HotelFB>



Facebook likes

<https://www.facebook.com/hotelfandb/>



LinkedIn group members

<https://www.linkedin.com/groups/3878021/profile>

#### 2018

Beginning Balance:	4,173	6,555	20,864
July	4,190	6,597	20,887
August	4,150	6,648	20,895
September	4,155	6,688	20,926
October	4,184	6,734	20,946
November	4,171	6,768	20,962
December	4,184	6,795	20,989

## ADDITIONAL DATA

### MAGAZINE:

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### PARAGRAPH 3b:

Business Directories include 1 source of circulation for a quantity of 14,345 copies or 31.7% including Meinrad/Five Star Ventures.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Website and Social Media are not reported at the media owner's option.

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

Anna C. Silvestri, Audience Audit Manager

Rita M. Foumia, HR & IT 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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

State

County

Received by BPA Worldwide

Type

ID Number

February 12, 2019

Michigan

Oakland

February 12, 2019

PJ

H183B0D8

### About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.