

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.

BNP Media II, LLC
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel. No.: (248) 362-3700
Fax No.: (248) 362-0317
Web Site: www.hotelfandb.com

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



3 issues in the period
45,955 average circulation

HOTEL F&B E-NEWSLETTERS



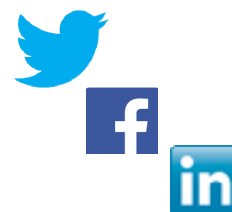
2 E-Newsletters in the period
30 total issued in the period
15,264 average per occurrence
15,131 average per occurrence

HOTEL F&B WEBSITE



8,522 average users

HOTEL F&B SOCIAL MEDIA



4,173 Twitter followers
6,555 Facebook likes
20,864 LinkedIn group members

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
HOTEL F&B MAGAZINE Unique Total* (3 issues in the period)	45,955	-	45,955
a. Print	44,415	-	44,415
b. Digital	2,656	-	2,656
1. Requested	2,509	-	2,509
2. Non-Requested	147	-	147
HOTEL F&B E-NEWSLETTERS			
a. F&B TRENDS (12 issued in the period)	15,264	-	15,264
b. Hotel F&B Reader Favorites (18 issued in the period)	15,131	-	15,131
HOTEL F&B WEBSITE (Monthly Users with 20,728 average Pageviews)	8,522	-	8,522
HOTEL F&B SOCIAL MEDIA			
a. Twitter followers	**4,173	-	**4,173
b. Facebook likes	**6,555	-	**6,555
c. LinkedIn group members	**20,864	-	**20,864

*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 (Commercial & Tribal), 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	1,302
Allocated for Trade Shows and Conventions	-
*All Other	3,206
TOTAL	4,508

*Includes digital bonus distribution

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	45,474	99.0	45,474	99.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	464	1.0	464	1.0	-	-
Multi-Copy Same Addressee	17	-	17	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,955	100.0	45,955	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Unique Total Qualified*
January/February	44,825	2,580	45,955
March/April	44,845	2,550	45,955
May/June	43,574	2,838	45,955

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018
 This issue is equal to the average of the other 2 issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	Classification by Title							
			Print	Digital	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)	45,458	98.9	43,138	2,753	4,664	2,768	33,752	2,355	1,373	546
Conference/Convention/Banquet Center (Note 7)	205	0.4	183	29	60	32	65	29	12	7
Corporate Headquarters/Management Company	253	0.6	226	34	11	3	18	213	2	6
Others allied to the field	39	0.1	27	22	4	-	12	7	3	13
UNIQUE TOTAL QUALIFIED CIRCULATION*	45,955	100.0	43,574	2,838	4,739	2,803	33,847	2,604	1,390	572
PERCENT	100.0		94.8	6.2	10.3	6.1	73.7	5.7	3.0	1.2

*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 MAY/JUNE 2018

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	8,678	2,672	-	9,185	2,387	11,350	24.7
II. Request from recipient's company:	13,274	5,840	-	19,020	306	19,114	41.6
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	755	183	-	889	58	938	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	14,278	275	-	14,480	87	14,553	31.7
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	36,985	8,970	-	43,574	2,838	45,955	100.0
PERCENT	80.5	19.5	-	94.8	6.2	100.0	

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

**See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018**

Regions	Print	Digital	Unique Total Qualified*	Percent
New England	2,049	133	2,151	4.7
Middle Atlantic	4,073	277	4,302	9.4
East No. Central	4,741	341	5,035	10.9
West No. Central	2,872	239	3,087	6.7
South Atlantic	9,119	614	9,621	20.9
East So. Central	2,445	203	2,631	5.7
West So. Central	4,935	421	5,308	11.6
Mountain	3,982	223	4,172	9.1
Pacific	6,167	334	6,407	13.9
UNITED STATES	40,383	2,785	42,714	92.9
U.S. Territories	176	4	177	0.4
Canada	3,010	27	3,037	6.6
Mexico	-	2	2	-
Other International	5	20	25	0.1
APO/FPO	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	43,574	2,838	45,955	100.0

*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
JANUARY		
January 10	16,234	-
January 17	-	16,253
January 24	16,187	-
January 25	-	16,200
January 31	-	16,171
FEBRUARY		
February 7	16,151	-
February 15	-	15,222
February 20	-	16,174
February 21	16,238	-
February 28	-	16,148
MARCH		
March 7	16,179	-
March 15	-	16,096
March 20	-	16,077
March 21	16,148	-
March 28	-	16,032
APRIL		
April 4	16,091	-
April 10	-	16,002
April 17	-	15,956
April 19	16,064	-
April 25	-	15,963
MAY		
May 2	16,011	-
May 9	-	15,910
May 14	-	15,891
May 16	15,997	-
May 31	-	15,850
JUNE		
June 6	10,919	-
June 13	-	10,817
June 19	-	10,810
June 20	10,945	-
June 27	-	10,785
AVERAGE:	15,264	15,131

F&B TRENDS (12 issued in the period)

Hotel F&B Reader Favorites (18 issued in the period)

WEBSITE CHANNEL

WWW.HOTELFANDB.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	20,582	10,578	8,397	2:11
February	20,365	10,492	8,029	1:42
March	20,666	12,649	9,185	1:25
April	23,568	13,342	9,283	2:18
May	21,082	12,174	8,342	2:17
June	18,107	10,969	7,900	1:59
AVERAGE:	20,728	11,700	8,522	1:58

January – June 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:	4,100	6,378	20,695
January	4,123	6,408	20,724
February	4,124	6,433	20,760
March	4,148	6,466	20,812
April	4,159	6,478	20,821
*May	4,162	6,478	20,841
June	4,173	6,555	20,864

*Due to a technical issue, May 2018 data for Facebook repeats April 2018.

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.

CHANGE IN FREQUENCY:

Effective with the October/November 2017 issue, HOTEL F&B changed its frequency from 6 to 7 issues per year.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 14,553 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.

The figures reported herein are correct based on the June 2018 brand audit.

The data found within this Brand Report has been audited and certified by BPA Worldwide. All claims in the Brand Report are the responsibility of the media company's management. It is the responsibility of BPA Worldwide to express an opinion on the data reported based upon audit results.

BPA Worldwide

The audit was conducted in accordance with generally accepted industry audit standards. Accordingly, the audit included testing of all demographic qualifications claimed, age/source of audience, proof of manufacture and distribution, confirmation of selected recipients of each channel and such other auditing procedures that were considered necessary at the time of audit.

Shelton, CT

October 5, 2018

TYPE: BA

In the opinion of BPA Worldwide, the media owner's claims set forth in this report present objectively and accurately the composition of the brand's database(s) as reported herein.

ID Number: H166B0J8

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 for the latest audit reports, membership information and publishing and advertising industry news.