

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
48,300 average circulation

HOTEL F&B E-NEWSLETTERS



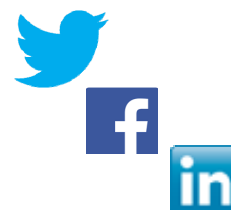
2 E-Newsletters in the period
32 total issued in the period
See below for average per occurrence

HOTEL F&B WEBSITE



9,613 average monthly users

HOTEL F&B SOCIAL MEDIA



4,100 Twitter followers
6,378 Facebook likes
20,695 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* (4 issues in the period)	48,300	-	48,300
a. Print	46,970	-	46,970
b. Digital	2,870	-	2,870
1. Requested	2,845	-	2,845
2. Non-Requested	25	-	25
HOTEL F&B E-NEWSLETTERS			
a. F&B TRENDS (14 issued in the period)	17,137	-	17,137
b. Hotel F&B Reader Favorites (18 issued in the period)	17,186	-	17,186
HOTEL F&B WEBSITE (Monthly Users with 29,235 average Pageviews)	9,613	-	9,613
HOTEL F&B SOCIAL MEDIA			
a. Twitter followers	**4,100	-	**4,100
b. Facebook likes	**6,378	-	**6,378
c. LinkedIn group members	**20,695	-	**20,695

*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, Sales & Marketing Director, Director of Restaurants, Director of Outlets, Director of Conferences/Conventions; Chefs & Culinary Management including Executive Chef, Chef de Cuisine, Sous Chef, Pastry Chef, Banquet Chef, Restaurant Chef, Sommelier, Mixologist; Operations/Purchasing Management including Hospitality, Food, Beverage, Entertainment, Hotel, Attractions Management; Executive/Corporate/Financial Management including Owner, President, CEO, VP, Treasurer, Finance Manager, Controller, General Manager; Food & Beverage Management including Food & Beverage Manager, Restaurant Manager, Bar/Lounge Manager, Dining Room Manager, Executive Steward, Manager of Food Service Outlets and other functions and functions not available.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,280
Allocated for Trade Shows and Conventions	-
All Other	370
TOTAL	1,650

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	37,957	78.6	37,957	78.6	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	763	1.6	763	1.6	-	-
*Multi-Copy Same Addressee	9,580	19.8	9,580	19.8	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,300	100.0	48,300	100.0	-	-

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Unique Total Qualified*
July/August	46,881	2,964	48,300
September	46,937	2,928	48,300
October/November	47,029	2,796	48,300
December	47,031	2,794	48,300

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2017
 This issue is equal to the average of the other 3 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 and Available
Hotel/Resort/Casino/Cruise Ship (Note 6)	33,954	70.3	32,961	2,321	12,625	5,080	14,143	239	1,315	552
Conference/Convention/Banquet Center (Note 7)	459	0.9	420	94	159	129	123	21	23	4
Corporate Headquarters/Management Company	1,429	3.0	1,376	78	46	2	79	1,285	1	16
Others allied to the field	2,861	5.9	2,675	303	107	64	2,001	3	52	634
**Multi-copy same addressee	9,597	19.9	9,597	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	48,300	100.0	47,029	2,796	12,937	5,275	16,346	1,548	1,391	1,206
PERCENT	100.0		97.4	5.8	26.8	10.9	33.8	3.2	2.9	2.5

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

**See Additional Data

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

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

Note 3: Operations/Purchasing Management includes: Hospitality, Food, Beverage, Entertainment, Hotel, Attractions Management.

Note 4: Executive/Corporate/Financial Management includes: Owner, President, CEO, VP, Treasurer, Finance Manager, Controller, General Manager.

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

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

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	7,657	3,983	-	10,610	2,201	11,640	24.1
II. Request from recipient's company:	29,473	232	-	29,549	366	29,705	61.5
III. Membership Benefit:	314	490	-	740	204	804	1.7
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. **Sources other than above, including : association rosters and directories, business directories, manufacturer's, distributor's and wholesaler's lists, and other sources	4,563	1,588	-	6,130	25	6,151	12.7
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	42,007	6,293	-	47,029	2,796	48,300	100.0
PERCENT	87.0	13.0	-	97.4	5.8	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 OCTOBER/NOVEMBER 2017**

Regions	Print	Digital	Unique Total Qualified*	Percent
NEW ENGLAND	2,001	149	2,063	4.3
MIDDLE ATLANTIC	4,352	260	4,450	9.2
EAST NO. CENTRAL	5,581	273	5,685	11.8
WEST NO. CENTRAL	3,144	132	3,193	6.6
SOUTH ATLANTIC	11,252	631	11,518	23.8
EAST SO. CENTRAL	2,838	120	2,879	6.0
WEST SO. CENTRAL	6,561	261	6,662	13.8
MOUNTAIN	4,016	228	4,108	8.5
PACIFIC	7,166	470	7,361	15.2
UNITED STATES	46,911	2,524	47,919	99.2
U.S. Territories	105	13	109	0.2
Canada	11	65	76	0.2
Mexico	-	6	6	-
Other International	2	186	188	0.4
APO/FPO	-	1	1	-
Email Only	-	1	1	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	47,029	2,796	48,300	100.0

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

**See Additional Data

E-NEWSLETTER CHANNEL

2017	F&B TRENDS	Hotel F&B Reader Favorites
JULY		
July 5	16,652	-
July 12	-	16,573
July 18	-	16,560
July 19	17,737	-
July 26	-	17,724
AUGUST		
August 2	17,698	-
August 9	-	17,663
August 15	-	17,614
August 16	17,161	-
August 23	-	17,563
August 30	17,551	-
SEPTEMBER		
September 6	17,502	-
September 13	-	17,443
September 19	-	17,455
September 20	15,987	-
September 27	-	17,383
OCTOBER		
October 4	17,345	-
October 11	-	17,280
October 17	-	17,256
October 18	17,240	-
October 25	-	16,968
NOVEMBER		
November 1	17,149	-
November 8	-	17,103
November 14	-	17,090
November 15	17,057	-
November 22	-	17,014
November 29	17,015	-
DECEMBER		
December 5	-	16,978
December 6	16,949	-
December 13	-	16,910
December 20	16,881	-
December 27	-	16,769
AVERAGE:	17,137	17,186

F&B TRENDS (14 issued in the period)
 Hotel F&B Reader Favorites (18 issued in the period)

WEBSITE CHANNEL

WWW.HOTELFANDB.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	33,918	17,513	9,515	6:11
August	29,553	16,444	9,065	4:50
September	30,874	17,053	9,725	4:36
October	28,785	15,796	8,589	4:59
November	33,383	17,826	13,516	2:37
December	18,895	9,569	7,270	2:53
AVERAGE:	29,235	15,700	9,613	4:21

July – December 2017 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

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>

2017

Beginning Balance:	4,011	6,045	20,507
July	4,024	6,119	20,542
August	4,038	6,173	20,562
September	4,055	6,238	20,611
October	4,060	6,296	20,658
November	4,080	6,342	20,681
December	4,100	6,378	20,695

ADDITIONAL DATA

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.

MAGAZINE:

CHANGE IN FREQUENCY:

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

PARAGRAPH 1 & 3a:

Qualified copies are also delivered as Multi-Copy Same Addressee within the Definition of Recipient Qualification. These are copies delivered to the same individual appearing on the qualification list more than once.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 1,588 copies or 3.3%. Business Directory includes 1 source of circulation for a quantity of 4,563 copies or 9.4%, 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.

PUBLISHER'S AFFIDAVIT

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

Anna C. Silvestri, Audience Audit Manager

Rita M. Fournia, Corporate Strategy 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.

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County	Oakland
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ID Number	H166B0D7

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.