

### **INITIAL AUDIT REPORT**

APRIL 1, 2009 - SEPTEMBER 30, 2009





Established 1875

Issues Per Year: 15; Issues This Report: 7



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## **PUBLICATION DESCRIPTION**

HOTEL & MOTEL MANAGEMENT covers in-depth news, analysis, trends, and people from all levels of hospitality operations - from the corporate level to the property level.

#### FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

HOTEL & MOTEL MANAGEMENT serves hotels, motels, resorts, and their chain and franchise organization headquarters and regional offices. Also served are architects, engineers, interior designers, interior design firms, contract furnishers, financial organizations, suppliers and other related organizations including hotel property and real estate developers.

Qualified recipients include corporate, operations, purchasing, food and beverage, housekeeping and maintenance, sales & marketing, design, security, and information systems, and other management titles from hotels, motel, resorts, and their chain and franchise headquarters and regional offices. Also served are real estate developers, management companies, architects, engineers, design firms, contract furnishers, financial organizations, suppliers, and other related organizations.

### AVERAGE CIRCULATION: APRIL 1, 2009 - SEPTEMBER 30, 2009

| QUALIFIED CIRCULATION             | Non-Paid<br>Print | Non-Paid<br>Digital* | Paid<br>Print | Paid<br>Digital | Print & Digital<br>Unduplicated | Total<br>Qualified |
|-----------------------------------|-------------------|----------------------|---------------|-----------------|---------------------------------|--------------------|
| Individual Subscription           | 33,401            | 4,043                | 728           | -               | -                               | 38,172             |
| Association/Group/Directory Lists | 5,627             | 4,306                | -             | -               | -                               | 9,933              |
| TOTAL QUALIFIED CIRCULATION       | 39,028            | 8,349                | 728           | -               | -                               | 48,105             |

| TOTAL NON-QUALIFIED CIRCULATION | 2,141 |
|---------------------------------|-------|
|---------------------------------|-------|

<sup>\*</sup> Qualified recipients of the digital edition are notified via email when the digital version is available. Digital Qualified Individual Subscriptions have opted-in to receive the digital edition. Digital Qualified Association/Group/Directory lists meet the publisher's Definition of Recipient Qualification, but have not opted-in to receive the digital edition. Please see Explanation for additional

Please see the following pages for Integrated Audience Engagement, Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry and Job Title Classification, Business/Industry and Job Title Classification – Multi-Unit Owned, Geographical Distribution, Qualified Circulation by Issue, Additions and Removals by Issue, Web Activity, Explanation, Audit of Internal Records, and Affidavit.

## INTEGRATED AUDIENCE ENGAGEMENT BY INFORMATION PRODUCT

| INFORMATION PRODUCT                                 | Reach   |
|---|---------|
| Hotel & Motel Management Magazine                   | 47,219  |
| Hotel Design Magazine                               | 10,995  |
| HWN's Technology Report E-Newsletter                | 13,497  |
| HWN's Top 10 E-Newsletter                           | 24,527  |
| HWN's Week in Review E-Newsletter                   | 23,078  |
| HWN's Marketing Report E-Newsletter                 | 26,011  |
| Luxury Hotelier Connect E-Newsletter                | 7,086   |
| HWN'ss 100 Days to Fight the Recession E-Newsletter | 30,811  |
| HWN's E-Classifieds                                 | 21,716  |
| Hotel Design First Look E-Newsletter                | 7,425   |
| TOTAL DUPLICATED REACH                              | 212,365 |

**DEFINITION OF INTEGRATED AUDIENCE**: The audience database analyzed within this audit report consists of individuals who receive content associated with the HotelWorld Network brand in one or more of 10 information products, including magazines and e-newsletters. Above are the gross numbers of individuals for each information product (analyzed August 15, 2009). Since any one individual may receive more than one product, the sum is the Total Duplicated Reach. Please see the Integrated Audience Engagement for additional details.

INTEGRATED AUDIENCE ENGAGEMENT

| Business Type  | Total Total<br>Unduplicated Duplicated<br>Reach Reach | Total<br>Juplicated<br>Reach | Hotel & Motel<br>Management<br>Magazine | Hotel<br>Design<br>Magazine | HWN's<br>Technology<br>Report<br>E-Newsletter | HWN's<br>Top 10<br>E-Newsletter | HWN's<br>Week in<br>Review<br>E-Newsletter | HWN's<br>Marketing<br>Report<br>E-Newsletter | Luxury<br>Hotelier<br>Connect | HWN's<br>100 Days<br>to Fight the<br>Recession | HWN's<br>E-Classifieds | Hotel<br>Design<br>First Look |
|--|---|------------------------------|---|-----------------------------|---|---------------------------------|--|--|-------------------------------|--|------------------------|-------------------------------|
| Hotels/Resorts/Motels/Lodges/ Destination Spas/Other Properties                        |   |                              |   |                             |   |                                 |  |  |                               |  |                        |                               |
| a. Hotel/Motel/Resort/Lodge Over 300 Rooms   | 11,475  | 24,922                       | 10,840                                  | 1,474                       | 1,204   | 1,956                           | 1,822                                      | 1,867  | 989                           | 2,488  | 1,643                  | 992                           |
| b. Hotel/Motel/Resort/Lodge 100-299 Rooms  | 18,253  | 38,007                       | 17,420                                  | 1,773                       | 2,094   | 2,893                           | 2,639                                      | 2,877  | 710                           | 4,039  | 2,365                  | 1,197                         |
| c. Hotel/Motel/Resort/Lodge Under 100 Rooms  | 10,384  | 20,518                       | 9,585                                   | 1,129                       | 1,205   | 1,462                           | 1,372                                      | 1,482  | 428                           | 1,934  | 1,247                  | 674                           |
| d. Destination Spa   | 35  | 87                           | -                                       | 32                          | က   | 2                               | 9  | 7  | 2                             | ∞  | 4                      | 16                            |
| Subtotal 1a – 1d   | 40,147  | 83,534                       | 37,846                                  | 4,408                       | 4,506   | 6,316                           | 5,839                                      | 6,233  | 1,779                         | 8,469  | 5,259                  | 2,879                         |
| 2. Headquarters & Regional Offices:<br>Franchises, Chains, Management<br>Organizations | 4,513   | 14,175                       | 4,164                                   | 614                         | 929   | 1,519                           | 1,489                                      | 1,482  | 322                           | 1,904  | 1,244                  | 508                           |
| Subtotal 1 & 2   | 44,660  | 97,709                       | 42,010                                  | 5,022                       | 5,435   | 7,835                           | 7,328                                      | 7,715  | 2,101                         | 10,373   | 6,503                  | 3,387                         |
| 3. Real Estate & Financial Organizations   |   |                              |   |                             |   |                                 |  |  |                               |  |                        |                               |
| a. Hotel Property/Real Estate Developer  | 2,749   | 7,820                        | 2,458                                   | 511                         | 461   | 191                             | 710  | 718  | 190                           | 666  | 622                    | 384                           |
| <ul><li>b. Financial Organization For Hospitality<br/>Industry</li></ul>               | 1,223   | 3,420                        | 1,204                                   | 39                          | 144   | 386                             | 329  | 373  | 62                            | 502  | 310                    | 14                            |
| Subtotal 3a – 3b   | 3,972   | 11,240                       | 3,662                                   | 220                         | 909   | 1,153                           | 1,069                                      | 1,091  | 252                           | 1,501  | 932                    | 425                           |
| 4. Architects/Designers  |   |                              |   |                             |   |                                 |  |  |                               |  |                        |                               |
| a. Interior Design Firm  | 1,673   | 4,028                        | 06                                      | 1,562                       | 29  | 286                             | 258  | 305  | 117                           | 294  | 259                    | 790                           |
| b. Architectural Design Firm   | 1,868   | 3,884                        | 18                                      | 1,841                       | 47  | 187                             | 168  | 220  | 62                            | 197  | 163                    | 981                           |
| c. Contractor/Builder  | 715   | 2,208                        | 161                                     | 436                         | 127   | 236                             | 221  | 225  | 94                            | 245  | 202                    | 261                           |
| d. Purchasing Firm Buying FF&E   | 198   | 202                          | က                                       | 196                         | 7   | 35                              | 30   | 40   | 6                             | 4  | 27                     | 116                           |
| Subtotal 4a – 4d   | 4,454   | 10,627                       | 272                                     | 4,035                       | 248   | 744                             | 22.9                                       | 790  | 282                           | 780  | 651                    | 2,148                         |
| Supplier   | 1,204   | 4,119                        | 290                                     | 711                         | 235   | 446                             | 431  | 432  | 223                           | 442  | 374                    | 535                           |
| Others Allied to the Field   | 1,056   | 3,627                        | 171                                     | 640                         | 217   | 408                             | 396  | 368  | 246                           | 351  | 302                    | 528                           |
| Total Number of Respondents  | 55,346  | 127,322                      | 46,405                                  | 10,958                      | 6,740   | 10,586                          | 9,901                                      | 10,396                                       | 3,104                         | 13,447   | 8,762                  | 7,023                         |
| Non-Respondents  | 20,907  | 85,043                       | 814                                     | 37                          | 6,757   | 13,941                          | 13,177                                     | 15,615                                       | 3,982                         | 17,364   | 12,954                 | 402                           |
| TOTAL AUDIENCE   | 76,253  | 212,365                      | 47,219                                  | 10,995                      | 13,497  | 24,527                          | 23,078                                     | 26,011                                       | 7,086                         | 30,811   | 21,716                 | 7,425                         |

This is an analysis of the 76,253 unique audience members of the HotelWorld Network brand of products as of August 15, 2009. Recipients were asked the question "What is your primary business at this location?" during the subscription process for magazines and newsletters. The Total Duplicated Reach is the rumber of unique recipients of all products associated with the HotelWorld Network brand. The Total Unduplicated Reach is the rumber of unique recipients of HotelWorld Network products.

The method used for identifying duplicate records was by selecting a match rule comprised of a set of match criteria, wherein the match rule is selected based on a category associated with the record, and wherein the set of match rule in the match rule, whether the record matches any records. Name, address, phone number and email were the four match criteria used to determine potential duplicate records in the database.

# RECIPIENT CLASSIFICATION

| RECIPIENT                                   | Non-Paid<br>Print | Paid<br>Print | Non-Paid<br>Digital | Total<br>Qualified | Percent |
|---|-------------------|---------------|---------------------|--------------------|---------|
| Individual by Name and Title and/or Company | 41,369            | 459           | 5,890               | 47,718             | 99.4%   |
| Individual by Name Only                     | 10                | 53            | 2                   | 65                 | 0.1%    |
| Title Only                                  | -                 | -             | -                   | -                  | -       |
| Company Name Only                           | 18                | 211           | 9                   | 238                | 0.5%    |
| Total Qualified Circulation                 | 41,397            | 723           | 5,901               | 48,021             | 100.0%  |

# SUBSCRIPTION SOURCE AND RECENCY OF RENEWAL

|                                    | Non-Paid | Paid  | Non-Paid |        | Renewed, Re<br>Updated | • .     | r        | Total     |         |
|------------------------------------|----------|-------|----------|--------|------------------------|---------|----------|-----------|---------|
| RECIPIENT                          | Print    | Print | Digital  | 1 Year | 2 Years                | 3 Years | 3+ Years | Qualified | Percent |
| Direct Request from the Recipient  | 33,568   | 306   | 4,609    | 23,574 | 14,881                 | 28      | N/A      | 38,483    | 80.1%   |
| Request from Recipient's Company   | 1,259    | 417   | 36       | 1,198  | 506                    | 8       | N/A      | 1,712     | 3.6%    |
| Association/Group/Directory Lists* | 6,570    | -     | 1,256    | 6,810  | 1,016                  | -       | -        | 7,826     | 16.3%   |
| Total Qualified Circulation        | 41,397   | 723   | 5,901    | 31,582 | 16,403                 | 36      | -        | 48,021    | 100.0%  |

<sup>\*</sup> Please see Explanation for additional details regarding the source of digital Association/Group/Directory lists.

## **BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION**

| Business Description   | Non-Paid<br>Print | Paid<br>Print | Non-Paid<br>Digital | Owner/Corp. | Operations | Purchasing | Food &<br>Beverage | Housekeeping<br>& Maintenance | Sales &<br>Marketing | Design<br>Specifiers | Security | Information<br>Systems | Other | Total  | Percent |
|--|-------------------|---------------|---------------------|-------------|------------|------------|--------------------|-------------------------------|----------------------|----------------------|----------|------------------------|-------|--------|---------|
| A. Hotels/Motels/Resorts   |                   | _             |                     |             | -          | -          |                    | -                             |                      | -                    |          | -                      |       |        |         |
| 1. Over 300 Rooms  | 7,639             | 11            | 1,134               | 1,795       | 3,860      | 631        | 359                | 322                           | 1,140                | 45                   | 70       | 368                    | 194   | 8,784  | 18.3%   |
| 2. 100-299 Rooms   | 16,370            | 8             | 1,523               | 3,711       | 11,775     | 479        | 255                | 457                           | 832                  | 43                   | 29       | 135                    | 185   | 17,901 | 37.3%   |
| 3. Under 100 Rooms   | 10,112            | 24            | 926                 | 4,040       | 6,557      | 79         | 44                 | 81                            | 149                  | 7                    | 5        | 49                     | 51    | 11,062 | 23.0%   |
| Subtotal A   | 34,121            | 43            | 3,583               | 9,546       | 22,192     | 1,189      | 658                | 860                           | 2,121                | 95                   | 104      | 552                    | 430   | 37,747 | 78.6%   |
| B. Headquarters & Regional Offices:<br>Franchises, Chains, Management<br>Organizations | 4,155             | 18            | 899                 | 3,501       | 849        | 93         | 27                 | 17                            | 256                  | 34                   | 5        | 97                     | 193   | 5,072  | 10.6%   |
| Subtotal A + B   | 38,276            | 61            | 4,482               | 13,047      | 23,041     | 1,282      | 685                | 877                           | 2,377                | 129                  | 109      | 649                    | 623   | 42,819 | 89.2%   |
| C. Contractor for Hospitality Industry   | 233               | 5             | 156                 | 217         | 58         | 7          | 6                  | -                             | 45                   | 33                   | 5        | 11                     | 12    | 394    | 0.8%    |
| D. Financial Organizations/Real Estate   |                   |               |                     |             |            |            |                    |                               |                      |                      |          |                        |       |        |         |
| Financial organizations for hospitality  | 839               | 9             | 294                 | 752         | 176        | 11         | 6                  | 2                             | 83                   | 3                    | 2        | 28                     | 79    | 1,142  | 2.4%    |
| Hotel property, real estate developers   | 1,718             | 8             | 469                 | 1,520       | 394        | 39         | 19                 | 19                            | 80                   | 21                   | 3        | 16                     | 84    | 2,195  | 4.6%    |
| Subtotal D1 + D2   | 2,557             | 17            | 763                 | 2,272       | 570        | 50         | 25                 | 21                            | 163                  | 24                   | 5        | 44                     | 163   | 3,337  | 6.9%    |
| E. Supplier for Hospitality Industry   | 162               | 12            | 163                 | 161         | 35         | 6          | 3                  | -                             | 108                  | -                    | -        | 9                      | 15    | 337    | 0.7%    |
| F. Education, Associations, Hotel<br>Schools, Other                                    | 169               | 628           | 337                 | 242         | 75         | 11         | 5                  | 1                             | 65                   | 2                    | 2        | 11                     | 720   | 1,134  | 2.4%    |
| Subtotal E + F   | 331               | 640           | 500                 | 403         | 110        | 17         | 8                  | 1                             | 173                  | 2                    | 2        | 20                     | 735   | 1,471  | 3.1%    |
| Total Qualified Circulation  | 41,397            | 723           | 5,901               | 15,939      | 23,779     | 1,356      | 724                | 899                           | 2,758                | 188                  | 121      | 724                    | 1,533 | 48,021 | 100.0%  |

Source: Business Description - Hotel & Motel Management

Owner/Corporate Management (Owner/Corp.) includes owners, partners, presidents, executive vice presidents, vice presidents, controllers, secretary/treasurers. Operations Management (Operations) includes vice president operations, general managers, managers, administrators, operators, assistant managers. Purchasing Management (Purchasing) includes vice president purchasing, purchasing directors, purchasing agents and buyers. Food & Beverage includes food and beverage managers, banquet/catering managers, lounge managers, and food and beverage vice presidents. Housekeeping & Maintenance Management (Housekeeping & Maintenance) includes executive housekeepers and maintenance engineer/managers. Sales/Marketing Management (Sales & Marketing) includes vice president sales/marketing, sales managers, and marketing managers. Design Specifiers includes interior designers, architects, chief engineers, design engineers and development managers. Security Management (Security) includes security managers and directors. Information Systems Management (Information Systems) includes managers of information systems and data processing and/or telecommunications. Other includes others allied to the field.

### BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION - MULTI-UNIT OWNERS AND OPERATORS

| Business Description   | Non-Paid<br>Print | Paid<br>Print | Non-Paid<br>Digital | Owner/Corp. | Operations | Purchasing | Food &<br>Beverage | Housekeeping<br>& Maintenance | Sales &<br>Marketing | Design<br>Specifiers | Security | Information<br>Systems | Other | Total  | Percent |
|--|-------------------|---------------|---------------------|-------------|------------|------------|--------------------|-------------------------------|----------------------|----------------------|----------|------------------------|-------|--------|---------|
| A. Hotels/Motels/Resorts   |                   |               |                     |             |            |            |                    |                               |                      |                      |          | _                      |       |        |         |
| 1. Over 300 Rooms  | 4,045             | 5             | 897                 | 1,209       | 2,114      | 262        | 282                | 257                           | 470                  | 35                   | 60       | 110                    | 148   | 4,947  | 10.3%   |
| 2. 100-299 Rooms   | 8,544             | 4             | 1,097               | 2,144       | 5,981      | 163        | 168                | 344                           | 594                  | 35                   | 21       | 61                     | 134   | 9,645  | 20.1%   |
| 3. Under 100 Rooms   | 5,458             | 7             | 470                 | 1,978       | 3,683      | 39         | 24                 | 52                            | 84                   | 7                    | 2        | 39                     | 27    | 5,935  | 12.4%   |
| Subtotal A   | 18,047            | 16            | 2,464               | 5,331       | 11,778     | 464        | 474                | 653                           | 1,148                | 77                   | 83       | 210                    | 309   | 20,527 | 42.7%   |
| B. Headquarters & Regional Offices:<br>Franchises, Chains, Management<br>Organizations | 3,566             | 11            | 743                 | 3,090       | 679        | 77         | 20                 | 14                            | 185                  | 27                   | 3        | 81                     | 144   | 4,320  | 9.0%    |
| Subtotal A + B   | 21,613            | 27            | 3,207               | 8,421       | 12,457     | 541        | 494                | 667                           | 1,333                | 104                  | 86       | 291                    | 453   | 24,847 | 51.7%   |
| C. Contractor for Hospitality Industry D. Financial Organizations/Real Estate          | 50                | 1             | 25                  | 41          | 17         | 4          | 1                  |                               | 6                    | 5                    | -        | 1                      | 1     | 76     | 0.2%    |
| 1. Financial organizations for hospitality   | 207               | -             | 63                  | 197         | 38         | 3          | 3                  | 2                             | 11                   | -                    | -        | 5                      | 11    | 270    | 0.6%    |
| 2. Hotel property, real estate developers  | 1,231             | 2             | 351                 | 1,106       | 286        | 29         | 10                 | 12                            | 42                   | 15                   | 3        | 12                     | 69    | 1,584  | 3.3%    |
| Subtotal D1 + D2   | 1,438             | 2             | 414                 | 1,303       | 324        | 32         | 13                 | 14                            | 53                   | 15                   | 3        | 17                     | 80    | 1,854  | 3.9%    |
| E. Supplier for Hospitality Industry   | 31                | -             | 16                  | 25          | 10         | 1          | 1                  | -                             | 10                   | -                    | -        | -                      | -     | 47     | 0.1%    |
| F. Education, Associations, Hotel Schools, Other                                       | 44                | 9             | 47                  | 53          | 15         | 1          | 2                  | -                             | 11                   | -                    | -        | -                      | 18    | 100    | 0.2%    |
| Subtotal E + F   | 75                | 9             | 63                  | 78          | 25         | 2          | 3                  |                               | 21                   |                      | -        | •                      | 18    | 147    | 0.3%    |
| Total Multi-Unit Owned   | 23,176            | 39            | 3,709               | 9,843       | 12,823     | 579        | 511                | 681                           | 1,413                | 124                  | 89       | 309                    | 552   | 26,924 | 56.1%   |
| Total Single-Unit Owned  | 18,221            | 684           | 2,192               | 6,096       | 10,956     | 777        | 213                | 218                           | 1,345                | 64                   | 32       | 415                    | 183   | 21,097 | 43.9%   |
| Total Qualified Circulation  | 41,397            | 723           | 5,901               | 15,939      | 23,779     | 1,356      | 724                | 899                           | 2,758                | 188                  | 121      | 724                    | 735   | 48,021 | 100.0%  |

Source: Business Description - Hotel & Motel Management

Multi-unit owners and operators own or operate more than one business.

Owner/Corporate Management (Owner/Corp.) includes owners, partners, presidents, executive vice presidents, vice presidents, controllers, secretary/treasurers. Operations Management (Operations) includes vice president operations, general managers, administrators, operators, assistant managers. Purchasing Management (Purchasing) includes vice president purchasing, purchasing directors, purchasing agents and buyers. Food & Beverage Management (Food & Beverage) includes food and beverage managers, banquet/catering managers, lounge managers, and food and beverage wice presidents. Housekeeping & Maintenance Management (Housekeeping & Maintenance) includes executive housekeepers and maintenance engineer/managers. Sales/Marketing Management (Sales & Marketing) includes vice president sales/marketing, sales managers, and marketing managers. Design Specifiers includes interior designers, architects, chief engineers, design engineers and development managers. Security Management (Security) includes security managers and directors. Information Systems Management (Information Systems) includes managers of information systems and data processing and/or telecommunications. Other includes others allied to the field.

# **U.S. GEOGRAPHICAL DISTRIBUTION**

| REGION         | Non-Paid<br>Print | Paid<br>Print | Non-Paid<br>Digital | Total<br>Qualified | Percent | REGION           | Non-Paid<br>Print | Paid<br>Print | Non-Paid<br>Digital | Total<br>Qualified | Percent |
|----------------|-------------------|---------------|---------------------|--------------------|---------|------------------|-------------------|---------------|---------------------|--------------------|---------|
| Maine          | 191               | 3             | 26                  | 220                | 0.5%    | Kentucky         | 545               | 4             | 54                  | 603                | 1.3%    |
| New Hampshire  | 171               | 4             | 25                  | 200                | 0.4%    | Tennessee        | 1,032             | 11            | 126                 | 1,169              | 2.4%    |
| Vermont        | 138               | 3             | 21                  | 162                | 0.3%    | Alabama          | 545               | 23            | 57                  | 625                | 1.3%    |
| Massachusetts  | 804               | 13            | 127                 | 944                | 2.0%    | Mississippi      | 298               | 4             | 23                  | 325                | 0.7%    |
| Rhode Island   | 111               | 1             | 16                  | 128                | 0.3%    | E. S. Central    | 2,420             | 42            | 260                 | 2,722              | 5.7%    |
| Connecticut    | 418               | 7             | 58                  | 483                | 1.0%    | Arkansas         | 396               | 2             | 38                  | 436                | 0.9%    |
| New England    | 1,833             | 31            | 273                 | 2,137              | 4.5%    | Louisiana        | 537               | 2             | 38                  | 577                | 1.2%    |
| New York       | 2,035             | 76            | 357                 | 2,468              | 5.1%    | Oklahoma         | 392               | 6             | 41                  | 439                | 0.9%    |
| New Jersey     | 949               | 33            | 122                 | 1,104              | 2.3%    | Texas            | 2,880             | 39            | 467                 | 3,386              | 7.1%    |
| Pennsylvania   | 1,275             | 21            | 162                 | 1,458              | 3.0%    | W. S. Central    | 4,205             | 49            | 584                 | 4,838              | 10.1%   |
| Mid Atlantic   | 4,259             | 130           | 641                 | 5,030              | 10.5%   | Montana          | 197               | 1             | 18                  | 216                | 0.4%    |
| Delaware       | 94                | 2             | 11                  | 107                | 0.2%    | Idaho            | 186               | 1             | 14                  | 201                | 0.4%    |
| Maryland       | 852               | 12            | 129                 | 993                | 2.1%    | Wyoming          | 140               | 1             | 17                  | 158                | 0.3%    |
| D.C.           | 331               | 7             | 71                  | 409                | 0.9%    | Colorado         | 856               | 10            | 161                 | 1,027              | 2.1%    |
| Virginia       | 1,426             | 21            | 193                 | 1,640              | 3.4%    | New Mexico       | 325               | 2             | 30                  | 357                | 0.7%    |
| West Virginia  | 211               | 1             | 31                  | 243                | 0.5%    | Arizona          | 943               | 8             | 160                 | 1,111              | 2.3%    |
| North Carolina | 1,259             | 16            | 152                 | 1,427              | 3.0%    | Utah             | 332               | 2             | 51                  | 385                | 0.8%    |
| South Carolina | 801               | 9             | 79                  | 889                | 1.9%    | Nevada           | 792               | 3             | 89                  | 884                | 1.8%    |
| Georgia        | 1,576             | 14            | 242                 | 1,832              | 3.8%    | Mountain         | 3,771             | 28            | 540                 | 4,339              | 9.0%    |
| Florida        | 3,862             | 27            | 567                 | 4,456              | 9.3%    | Alaska           | 123               | 1             | 16                  | 140                | 0.3%    |
| S. Atlantic    | 10,412            | 109           | 1,475               | 11,996             | 25.0%   | Washington       | 658               | 8             | 115                 | 781                | 1.6%    |
| Ohio           | 1,184             | 17            | 131                 | 1,332              | 2.8%    | Oregon           | 445               | 4             | 67                  | 516                | 1.1%    |
| Indiana        | 716               | 5             | 67                  | 788                | 1.6%    | California       | 4,380             | 87            | 625                 | 5,092              | 10.6%   |
| Illinois       | 1,505             | 27            | 229                 | 1,761              | 3.7%    | Hawaii           | 450               | 5             | 41                  | 496                | 1.0%    |
| Michigan       | 989               | 19            | 98                  | 1,106              | 2.3%    | Pacific          | 6,056             | 105           | 864                 | 7,025              | 14.6%   |
| Wisconsin      | 836               | 11            | 94                  | 941                | 2.0%    | U.S. Territories | 59                | 5             | 21                  | 85                 | 0.2%    |
| E. N. Central  | 5,230             | 79            | 619                 | 5,928              | 12.3%   | U.S. Total       | 41,333            | 616           | 5,662               | 47,611             | 99.1%   |
| Minnesota      | 780               | 9             | 116                 | 905                | 1.9%    | Canada           | 32                | 28            | 51                  | 111                | 0.2%    |
| Iowa           | 416               | 2             | 39                  | 457                | 1.0%    | Foreign          | 32                | 79            | 188                 | 299                | 0.6%    |
| Missouri       | 894               | 7             | 121                 | 1,022              | 2.1%    | Foreign Total    | 64                | 107           | 239                 | 410                | 0.9%    |
| North Dakota   | 150               | 4             | 16                  | 170                | 0.4%    |                  | _                 |               | _                   |                    |         |
| South Dakota   | 229               | 1             | 23                  | 253                | 0.5%    |                  |                   |               |                     |                    |         |
| Nebraska       | 244               | 3             | 31                  | 278                | 0.6%    |                  |                   |               |                     |                    |         |
| Kansas         | 375               | 12            | 39                  | 426                | 0.9%    |                  |                   |               |                     |                    |         |
| W. N. Central  | 3,088             | 38            | 385                 | 3,511              | 7.3%    | Total Qualified  | 41,397            | 723           | 5,901               | 48,021             | 100.0%  |

# **QUALIFIED CIRCULATION BY ISSUE**

| ISSUE           | Non-Paid<br>Print | Paid<br>Print | Non-Paid<br>Digital | Total<br>Qualified |
|-----------------|-------------------|---------------|---------------------|--------------------|
| April 2009      | 38,392            | 684           | 9,024               | 48,100             |
| May 2009        | 38,437            | 737           | 8,825               | 47,999             |
| June 1, 2009    | 38,883            | 740           | 8,671               | 48,294             |
| June 15, 2009   | 38,462            | 740           | 8,802               | 48,004             |
| July 2009       | 38,780            | 740           | 8,689               | 48,209             |
| August 2009     | 38,849            | 735           | 8,537               | 48,121             |
| September 2009  | 41,397            | 723           | 5,901               | 48,021             |
| 6 Month Average | 39,029            | 728           | 8,350               | 48,107             |

# RECIPIENT LIST ADDITIONS AND REMOVALS BY ISSUE

|                 |          | Addition | s        |          | Removals | s        |           |          |       |
|-----------------|----------|----------|----------|----------|----------|----------|-----------|----------|-------|
|                 | Non-Paid | Paid     | Non-Paid | Non-Paid | Paid     | Non-Paid | Total     | Total    |       |
| ISSUE           | Print    | Print    | Digital  | Print    | Print    | Digital  | Additions | Removals | Net   |
| April 2009      | 178      | 3        | 221      | 298      | 25       | 11       | 402       | 334      | 68    |
| May 2009        | 232      | 62       | 105      | 465      | 9        | 26       | 399       | 500      | (101) |
| June 1, 2009    | 1,181    | 14       | 41       | 926      | 11       | 5        | 1,236     | 942      | 294   |
| June 15, 2009   | 124      | 5        | 270      | 684      | 5        | -        | 399       | 689      | (290) |
| July 2009       | 203      | 4        | 137      | 76       | 4        | 54       | 344       | 134      | 210   |
| August 2009     | 148      | 4        | 47       | 181      | 9        | 102      | 199       | 292      | (93)  |
| September 2009  | 12,808   | 15       | 721      | 10,508   | 27       | 3,115    | 13,544    | 13,650   | (106) |
| 6 Month Total   | 14,874   | 107      | 1,542    | 13,138   | 90       | 3,313    | 16,523    | 16,541   | (18)  |
| 6 Month Average | 2,125    | 15       | 220      | 1,877    | 13       | 473      | 2,360     | 2,363    | (3)   |

## WEB VISITOR ACTIVITY - www.hotelworldnetwork.com

| VISITOR ACTIVITY         |          |
|--------------------------|----------|
| Visits                   | 265,553  |
| Absolute Unique Visitors | 173,374  |
| Pageviews                | 562,663  |
| Unique Pageviews         | 454,370  |
| Average Pageviews        | 2.12     |
| Average Time on Site     | 00:01:40 |

## TOP 20 REQUESTED WEB PAGES - www.hotelworldnetwork.com

| REQUESTED PAGES |  | Pageviews | Unique Pageviews | Avg. Time on Page |
|-----------------|--|-----------|------------------|-------------------|
| 1.              | / (www.hotelworldnetwork.com)          | 65,593    | 47,899           | 00:01:33          |
| 2.              | /hotel_and_motel_management            | 11,039    | 7,945            | 00:01:08          |
| 3.              | /listing/news                          | 10,285    | 7,631            | 00:00:44          |
| 4.              | /hotel_design                          | 7,693     | 5,612            | 00:01:34          |
| 5.              | /campaign                              | 4,151     | 2,535            | 00:01:09          |
| 6.              | /listing/article                       | 3,293     | 2,491            | 00:00:39          |
| 7.              | /listing/news?page=1                   | 2,908     | 2,272            | 00:00:37          |
| 8.              | /listing/transactions                  | 2,868     | 2,138            | 00:00:39          |
| 9.              | /topicsaz                              | 2,735     | 2,050            | 00:00:40          |
| 10.             | /luxury_hotelier                       | 2,587     | 2,043            | 00:01:00          |
| 11.             | /franchise_fee_calculator              | 2,425     | 1,582            | 00:02:45          |
| 12.             | /hotel-motel-magazine-subscription     | 2,410     | 1,862            | 00:03:13          |
| 13.             | /hotel-and-motel-management            | 2,233     | 1,430            | 00:01:13          |
| 14.             | /blog                                  | 2,157     | 1,690            | 00:01:46          |
| 15.             | /main-subscribe                        | 2,062     | 1,481            | 00:00:28          |
| 16.             | /forums                                | 2,027     | 1,276            | 00:00:51          |
| 17.             | /attendee.htm                          | 1,945     | 1,405            | 00:01:37          |
| 18.             | /hotel_times                           | 1,906     | 1,477            | 00:01:07          |
| 19.             | /nxtbooks/questex/hmm_200907/index.php | 1,869     | 1,672            | 00:05:27          |
| 20.             | /e-newsletter-subscription             | 1,858     | 1,527            | 00:02:07          |

Information for web visitor activity was obtained by a review of publisher's Google Analytics for the period April 1, 2009 - September 30, 2009. The review was done independently. In Verified's opinion, the web visitor activity is fairly stated in this report.

Visit – A series of page requests from the same uniquely identified client with a time of no more than 30 minutes between each page request.

Unique Visitors (or Absolute Unique Visitors) - This represents the number of unduplicated (counted only once) visitors to a website over the course of a specified time period.

Unique Visitors (of Absolute Unique Visitors) – This represents the number of unique like the desired only office) for the Pageview – An instance of a page being loaded by a browser.

Unique Pageview – This represents the number of sessions during which that page was viewed one or more times.

Average Pageviews – The total number of pageviews divided by the total number of visits during the same timeframe.

Average Time on Site – The total time on site for all visits divided by the total number of visits during the same timeframe.

### **EXPLANATION**

Publisher is not required to submit data for all paragraphs/tables.

Qualified recipients of the digital edition are notified via email when the digital version is available. Digital Qualified Individual Subscriptions have opted-in to receive the digital edition. Digital Qualified Association/Group/Directory lists meet the publisher's Definition of Recipient Qualification, but have not opted-in to receive the digital edition. Digital Qualified Association/Group/Directory includes qualified direct request print subscribers to whom the publisher serves the digital edition.

### **Trade Show/Special Event Distribution Locations:**

|  | Date(s) Attended    | City, State            | # of Copies |
|--|---------------------|------------------------|-------------|
| Asian American Hotel Owners Association  | 04/22/09 - 04/26/09 | Washington, DC         | 500         |
| Track Days                               | 04/28/09 - 04/30/09 | Colorado Springs, CO   | 100         |
| JMBM - Meet the Money                    | 05/05/09 - 05/07/09 | Los Angeles, CO        | 100         |
| Choice Hotels International Conference   | 05/11/09 - 05/13/09 | National Harbor, MD    | 400         |
| HD Expo                                  | 05/14/09 - 05/16/09 | Las Vegas, NV          | 100         |
| NYU Hospitality Investment Conference    | 05/31/09 - 06/02/09 | New York, NY           | 1,400       |
| IHIF/Asia Pacific                        | 06/08/09 - 06/10/09 | Macau                  | 200         |
| HOTEC Design                             | 06/11/09 - 06/14/09 | Pasadena, CA           | 50          |
| HITEC 2009                               | 06/22/09 - 06/25/09 | Anaheim, CA            | 300         |
| NABHOOD                                  | 07/22/09 - 07/25/09 | Miami, FL              | 100         |
| Hospitality Design Boutique              | 09/14/09 - 09/15/09 | Miami, FL              | 150         |
| Vacation Ownership Investment Conference | 09/14/09 - 09/16/09 | Orlando, FL            | 150         |
| Lodging Investment Conference            | 09/22/09 - 09/25/09 | Phoenix, AZ            | 300         |
| Russia & CIS Hotel Investment Conference | 10/26/09 - 10/27/09 | St. Petersburg, Russia | 100         |
| TOTAL                                    |                     |                        | 3,950       |
|  |                     |                        |             |

# Source for Association/Group/Directory Distribution Lists (Print):

Date(s) Added to File

Hugo Dunhill 08/2009

## **Audit of Records & Affidavit**

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.