

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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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.

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Hotel Business DESIGN

The Business of Hospitality Style

***See Additional Data**

ICD Publications
45 Research Way
East Setauket, NY 11733-0854
Tel. No.: 631-246-9300
Fax No.: 631-246-9495

Official Publication of: None
Established: 2002
Issues Per Year: 6

FIELD SERVED

HOTEL BUSINESS DESIGN serves Multi-unit operating, development and management companies, chain headquarters and regional offices, interior design firms, architectural firms, construction/contracting, engineering firms, purchasing companies and independent hotel and motel resort and development companies and other businesses allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Chairmen, CEOs, Presidents, Principals, Partners, Owners, Financial, Administration or Operations Managers, General Managers, Innkeepers, Operations Support Personnel, Vice President/Director/Manager of Food & Beverage, Food & Beverage Management Support Personnel, Vice President/Director of Purchasing and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	683
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	250
Digital _____	-
All Other _____	538
TOTAL	1,471

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,707	100.0	14,707	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,707	100.0	14,707	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Total Qualified
January/February _____	12,025
March/April _____	12,025
May/June _____	20,071

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

This issue is 66.9% or 8,046 copies above the average of the other 2 issues reported in Paragraph two. (See Additional Data)

Business & Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	Chairman, CEO, President, Principal, Partner, Owner, Financial Administration Corporate, & Multi-Unit Operations Management	Administrators, Operators, Assistant Managers	Vice President/Director/Manager of Food & Beverage	Banquet/Catering Manager, Lounge Manager	Vice President/Director of Purchasing	Interior Designer, Architect, Chief Engineer, & Other Design Specifiers	Other Titled & Non-Titled Personnel & Company Copies
Owner/Developer, Management Company, Chain Headquarters or Regional Offices _____	8,771	43.7	6,800	1,083	46	24	140	177	501
Interior Design Firm, Architectural Firm, Construction/Contracting, Engineering Firm _____	8,548	42.6	6,311	189	6	20	65	1,659	298
Purchasing Company _____	516	2.6	278	35	7	7	107	33	49
Individual Property Operations and Independent Hotel/Motel Developer _____	844	4.2	454	312	17	6	20	20	15
Others Allied to the Field _____	1,392	6.9	803	93	3	10	22	67	394
TOTAL QUALIFIED CIRCULATION	20,071	100.0	14,646	1,712	79	67	354	1,956	1,257
PERCENT	100.0		73.0	8.5	0.4	0.3	1.8	9.7	6.3

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	9,040	2,197	-	11,237	56.0
II. Request from recipient's company: _____	141	104	-	245	1.2
III. Membership Benefit: _____	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request): _____	1,644	422	-	2,066	10.3
V. TOTAL - Sources other than above (listed alphabetically): _____	6,509	14	-	6,523	32.5
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	3,946	-	-	3,946	19.7
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	2,563	14	-	2,577	12.8
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,334	2,737	-	20,071	100.0
PERCENT	86.4	13.6	-	100.0	

*See Additional Data

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

Regions	Total Qualified	Percent	Regions	Total Qualified	Percent
NEW ENGLAND	980	4.9	PACIFIC	2,802	14.0
MIDDLE ATLANTIC	4,092	20.4	UNITED STATES	19,826	98.8
EAST NO. CENTRAL	2,067	10.3	U.S. Territories	43	0.2
WEST NO. CENTRAL	966	4.8	CANADA	-	-
SOUTH ATLANTIC	4,923	24.5	MEXICO	201	1.0
EAST SO. CENTRAL	817	4.1	OTHER INTERNATIONAL	-	-
WEST SO. CENTRAL	1,829	9.1	APO/FPO	1	-
MOUNTAIN	1,350	6.7	TOTAL QUALIFIED CIRCULATION	20,071	100.0

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
	September-December 2008	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011*
Total Audit Average Qualified: _____	15,160	15,288	14,142	12,025	12,025	14,707
Qualified Non-Paid: _____	15,160	15,288	14,142	12,025	12,025	14,707
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

CHANGE IN PUBLICATION NAME:

On May 1, 2010, The New Look changed its name to Hotel Business DESIGN. There has been no change in ownership.

PARAGRAPH 3a:

The May/June 2011 issue is 66.9% or 8,046 copies above the average of the other 2 issues reported in Paragraph two

PARAGRAPH 3b:

Communication from recipient or recipients' firm (other than request) contains 2,066 requestors or 10.3% from Hotel Business magazine. Business directories include 2 sources of circulation for quantities of 49 copies or 0.3% to 3,897 copies or 19.4%, including D&B. Other sources include 12 sources of circulation for quantities of 9 copies or -% to 886 copies or 4.4%, including Boutique Design Show.

PUBLISHER'S AFFIDAVIT

We hereby make oath and testify 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

State New York

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