

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.

Hotel Forums LLC
 2303 Ranch Road
 620 South, #135-404
 Austin, TX 78734
 Tel. No.: (847) 910-4088
 www.hotelfandb.com
 www.hfbleadershlp.org
 circulation@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. Hotel F&B is the official magazine of The Hotel Food & Beverage Leadership Association (www.hfbleadershlp.org) with the mission of elevating the profitability and perception of food and beverage in hotels. 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.

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
 49,208 average circulation

HOTEL F&B E-NEWSLETTERS



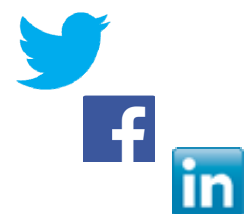
3 E-Newsletters in the period
 18 total issued in the period
 See below for average per occurrence

HOTEL F&B WEBSITE



16,122 average monthly unique browsers

HOTEL F&B SOCIAL MEDIA



3,570 Twitter followers
 5,020 Facebook likes
 19,968 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)	49,208	-	49,208
a. Print	45,178	-	45,178
b. Digital	7,622	-	7,622
1. Requested	6,718	-	6,718
2. Non-Requested	904	-	904
HOTEL F&B E-NEWSLETTERS			
a. F&B TRENDS (6 issued in the period)	17,636	-	17,636
b. HOTEL BANQUETS & CATERING (6 issued in the period)	18,339	-	18,339
c. MENU IDEAS (6 issued in the period)	18,181	-	18,181
HOTEL F&B WEBSITE (Monthly Unique Browsers with 43,431 average Page Impressions)	16,122	-	16,122
HOTEL F&B SOCIAL MEDIA			
a. Twitter followers	**3,570	-	**3,570
b. Facebook likes	**5,020	-	**5,020
c. LinkedIn group members	**19,968	-	**19,968

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

**Social Media Downloads are cumulative figures, not averages.

FIELD SERVED

HOTEL F&B serves Hotels, Resorts, Casinos (Commercial & Tribal), Cruise Lines, Luxury Inns and Spas, Conference, Convention and Meeting Centers, Banquet Centers and Clubs, Event Planners and Caterers, in addition to Corporate Headquarters, Owner/Operators, Management Companies and Purchasing Organizations, and the Food Service Trade including Distributors, Dealers, Manufacturer's Reps, Brokers, Designers, Independent Consultants, Architects, Suppliers, Associations, Libraries and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Corporate Headquarters, Owner/Operators, & Management Company titles including VP Food & Beverage, Corporate Director F&B, VP Purchasing, Director of Specifying/Purchasing, National/Area F&B Director, VP/Director of Operations, Owner, Partner, Chairman, President, CEO, COO, CFO, CIO, Corporate Executive Chef; Hotel, Resort and Casino Operations and Purchasing Management titles including General Manager, Purchasing Director, Director of Operations, Rooms Division Manager, Director of Finance/Controller, Director of Technology/MIS; Hotel, Resort and Casino Food & Beverage Director titles including Director of F&B, Hotel/F&B Manager, 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; Hotel, Resort and Casino Food & Beverage Management titles including Restaurant Manager, Bar/Lounge Manager, Dining Room Manager, Executive Steward, Manager of Food Service Outlets, Planner/Coordinator of Special Events, Meetings, Conventions, Weddings; Hotel, Resort and Casino Chefs & Culinary Management titles including Executive Chef, Chef de Cuisine, Sous Chef, Pastry Chef, Banquet Chef, Restaurant Chef, Sommelier, Mixologist; and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,277
Allocated for Trade Shows and Conventions	10
All Other	-
TOTAL	1,287

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	48,438	98.4	48,438	98.4	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	770	1.6	770	1.6	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	49,208	100.0	49,208	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Unique Total Qualified*
January/February	45,737	8,352	50,139
March/April	45,120	7,621	49,152
May/June	44,676	6,891	48,334

*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 2016

This issue is 2.6% or 1,312 copies below the average of the other 2 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	Unique Total Qualified*	Percent of Total	Print		CLASSIFICATION BY TITLE					
			Print	Digital	Corporate Headquarters, Owner/Operators, & Management Companies (Note 1)	Operations and Purchasing Management (Note 2)	Food & Beverage Directors (Note 3)	Food & Beverage Management (Note 4)	Chefs & Culinary Management (Note 5)	Other (Note 6)
Hotels, Resorts, Casinos: Commercial & Tribal, Cruise Lines, Luxury Inns, Spas, Conference, Convention and Meeting Centers	44,863	92.8	42,048	5,751	534	12,273	20,751	2,183	8,536	586
Corporate Headquarters, Owner/Operators, Management Companies, & Purchasing Organizations	2,242	4.6	2,056	283	2,200	1	1	-	31	9
Banquet Centers, Clubs, Event Planners and Caterers	558	1.2	432	257	27	154	173	36	153	15
Sub-Total:	47,663	98.6	44,536	6,291	2,761	12,428	20,925	2,219	8,720	610
Foodservice Trade: Supplier, Distributor, Dealer, Manufacturer and Broker	-	-	-	-	-	-	-	-	-	-
Kitchen Designers, Independent Consultants, Architects	97	0.2	16	86	-	-	-	-	-	-
Educational, Association, Libraries	250	0.5	35	232	-	-	-	-	-	-
Others allied to the field	324	0.7	89	282	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	48,334	100.0	44,676	6,891						
PERCENT	100.0									

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

Note 1: Corporate Headquarters, Owner/Operator, & Management Companies titles include: VP Food & Beverage, Corporate Director F&B, VP Purchasing, Director of Specifying/Purchasing, National/Area F&B Director, VP/Director of Operations, Owner, Partner, Chairman, President, CEO, COO, CFO, CIO, Corporate Executive Chef.

Note 2: Operations and Purchasing Management titles include: General Manager, Purchasing Director, Director of Operations, Rooms Division Manager, Director of Finance/Controller, Director of Technology/MIS.

Note 3: Food & Beverage Directors titles include: Director of F&B, Hotel/F&B Manager, 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 4: Food & Beverage Management titles include: Restaurant Manager, Bar/ Lounge Manager, Dining Room Manager, Executive Steward, Manager of Food Service Outlets, Planner/Coordinator of Special Events, Meetings, Conventions, Weddings.

Note 5: Chefs & Culinary Management titles include: Executive Chef, Chef de Cuisine, Sous Chef, Pastry Chef, Banquet Chef, Restaurant Chef, Sommelier, Mixologist.

Note 6: Other titles include those not listed or not specified.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2016

QUALIFICATION SOURCE	SOURCED WITHIN			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	7,230	6,596	1,401	12,126	5,662	15,227	31.5
II. Request from recipient's company:	736	23,948	839	25,208	662	25,523	52.8
III. Membership Benefit:	770	-	-	639	394	770	1.6
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	6,814	-	-	6,703	173	6,814	14.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	15,550	30,544	2,240	44,676	6,891	48,334	100.0
PERCENT	32.2	63.2	4.6	92.4	14.3	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 2016**

Regions	Print	Digital	Unique Total Qualified*	Percent
NEW ENGLAND	2,066	383	2,292	4.7
MIDDLE ATLANTIC	4,336	616	4,625	9.6
EAST NO. CENTRAL	5,406	669	5,692	11.8
WEST NO. CENTRAL	3,155	337	3,313	6.9
SOUTH ATLANTIC	10,561	1,507	11,312	23.4
EAST SO. CENTRAL	2,592	266	2,691	5.6
WEST SO. CENTRAL	5,434	586	5,656	11.7
MOUNTAIN	4,162	550	4,410	9.1
PACIFIC	6,838	1,044	7,309	15.1
UNITED STATES	44,550	5,958	47,300	97.9
U.S. Territories	118	41	137	0.3
Canada	-	216	216	0.4
Mexico	-	26	26	0.1
Other International	8	646	651	1.3
APO/FPO	-	1	1	-
Email Only	-	3	3	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	44,676	6,891	48,334	100.0

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

**See Additional Data

E-NEWSLETTER CHANNEL

2016	F&B TRENDS	HOTEL BANQUETS & CATERING	MENU IDEAS
JANUARY			
January 6	17,427	-	-
January 13	-	17,705	-
January 20	-	-	17,587
FEBRUARY			
February 3	17,387	-	-
February 10	-	17,460	-
February 17	-	-	17,544
MARCH			
March 9	17,216	-	-
March 16	-	17,412	-
March 23	-	-	17,132
APRIL			
April 6	17,103	-	-
April 13	-	17,412	-
April 20	-	-	16,955
MAY			
May 4	17,033	-	-
May 11	-	20,051	-
May 18	-	-	20,026
JUNE			
June 1	19,648	-	-
June 8	-	19,996	-
June 15	-	-	19,840
AVERAGE:	17,636	18,339	18,181

F & B Trends (6 issued in the period)
 Hotel Banquets and Catering (6 issued in the period)
 Menu Ideas (6 issued in the period)

WEBSITE CHANNEL

WWW.HOTELFANDB.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	42,425	24,534	15,265	1.61	02:09	01:34
February	54,401	24,645	16,106	1.53	01:23	01:40
March	45,148	24,791	16,849	1.47	01:56	01:36
April	36,895	23,077	15,713	1.47	02:54	01:44
May	47,124	24,063	17,280	1.39	01:44	01:39
June	34,593	22,230	15,521	1.43	02:46	01:32
AVERAGE:	43,431	23,890	16,122	1.48	02:08	01:37

January - June 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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.

User Sessions: A single continuous set of activity attributable to a cookie'd 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.

Unique Browsers: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average 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

<http://twitter.com/HotelFB>



Facebook likes

<http://www.facebook.com/pages/Hotel-FB-Magazine/200014076689132>



LinkedIn group members

<http://www.linkedin.com/groups/Hotel-F-B-Lodging-Food-3878021>

2016

Beginning Balance	3,336	4,419	19,269
January	3,336	4,419	19,269
February	3,394	4,625	19,548
March	3,441	4,731	19,707
April	3,470	4,815	19,787
May	3,540	4,937	19,890
June	3,570	5,020	19,968

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's 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:

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 28 copies or 0.1% to 1,551 copies or 3.2%.

Other sources include 6 sources of circulation for quantities of 1 copy or -% to 4,893 copies or 10.1%, including Meinrad and 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.

Jeanne Bischoff, President and Publisher

Jackie Harden, Account Manager

(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 August 31, 2016

State Texas

County Travis

Received by BPA Worldwide August 31, 2016

Type BJ

ID Number H166B0J6

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.