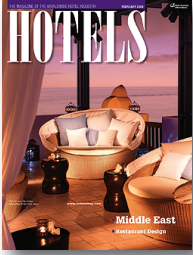


HOTELS

Reach top-level hotel and hospitality industry executives from around the world with a controlled circulation list from *HOTELS* magazine.



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 - ◆ Hotels
 - ◆ Resorts
 - ◆ Corporate & Regional Headquarters
 - ◆ Spas
 - ◆ Hotel Vendors

HOTELS is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Postal List Size: 60,000

Postal Price: \$135/M

E-list Size: 18,564

E-list Price: \$395/M

SELECTIONS (ADDITIONAL COST / M)

Acquisition Source	\$20/M	SIC/NAICS Code	\$20/M
Business Type	\$20/M	Size of Hotel	\$20/M
Canadian Names	\$20/M	Telephone Numbers	\$60/M
Company Name Match/Omit	\$50/M	Title	\$20/M
Employee Size	\$20/M		
Food Served	\$20/M		
Geographic Analysis	\$10/M		
One Per Location	\$20/M		
Recency	\$30/M		
Sales Volume	\$20/M		

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*Minimum Order: 5,000 Names
 1 year unlimited usage available
 Prices subject to change without notice
 Call for any additional costs, conditions and terms.*

GEOGRAPHIC ANALYSIS

State	SCF	Individuals
ME	039-049	106
NH	030-038	157
VT	050-059	106
MA	010-027	844
RI	028-029	122
CT	060-069	371
New England	2.8%	1,706
NY	100-149	2,276
NJ	070-089	1,021
PA	150-196	1,189
Middle Atlantic	7.5%	4,493
OH	430-458	775
IN	460-479	444
IL	600-629	1,565
MI	480-499	706
WI	530-549	559
East North Central	6.8%	4,049
MN	550-567	666
IA	500-528	213
MO	630-658	672
ND	580-588	85
SD	570-577	96
NE	680-693	137
KS	660-679	231
West North Central	3.5%	2,100
DE	197-199	67
MD	206-219	798
DC	200-205	649
VA	220-246	1,000
WV	247-268	153
NC	270-289	838
SC	290-299	603
GA	300-319	1,359
FL	320-349	4,236
South Atlantic	16.2%	9,704
KY	400-427	326
TN	370-385	768
AL	350-369	289
MS	386-397	237
East South Central	2.7%	1,620
AR	716-729	175
LA	700-714	409
OK	730-749	228
TX	750-799	2,389
West South Central	5.3%	3,201
MT	590-599	98
ID	832-838	102
WY	820-831	106
CO	800-816	793
NM	870-884	250
AZ	850-865	950
UT	840-847	269
NV	889-898	1,030
Mountain	5.9%	3,598
AK	995-999	85
WA	980-994	515
OR	970-979	290
CA	900-961	4,004
HI	967-968	465
Pacific	8.9%	5,359
United States	59.7%	35,830
U.S. Territories	0.5%	272
Canada	3.8%	2,305
Mexico	0.4%	214
Other International	35.6%	21,349
APO/FPO	0.1%	30
Total	100.0%	60,000

HOTELS

BUSINESS TYPE

	Postal	Email
Architecture, Engineering, Design Firm	716	815
Consulting Firm	1,474	1,529
Dealer/Distributors	116	379
Hotel Headquarters	8,651	2,143
Hotel Investors	2,609	2,066
Hotel, Resort, Spa, Holiday Club	46,321	10,826
Import/Export Specialist	32	65
Manufacturer or Manufacturers Representative	147	427

TITLE

	Postal	Email
Corporate Management	13,147	5,343
Design & Development Specifiers	1,587	867
Food & Beverage Management	8,142	2,658
Housekeeping/Maintenance	857	308
Operations Management & Purchasing	17,627	5,090
Sales & Marketing	7,312	2,954
Security	76	28
Other Management	2,449	972

SIZE OF HOTEL (# OF ROOMS)

	Postal	Email
Less than 50	3	351
50-99	1,449	188
100-199	16,111	4,070
200-299	8,392	2,426
300-499	12,055	2,484
More than 500	8,443	2,398

IS YOUR HOTEL?

	Postal	Email
Chain Affiliated	21,150	4,715
Independent	16,093	4,525

*Source: Publisher's own data
‡ Call a DM2 Account Executive
for the latest counts.*