

HOTELS

Reach top-level hotel industry executives with a controlled circulation list from *HOTELS* magazine.



- ◆ *HOTELS* serves the worldwide hotel market in 170 countries covering the 100+ room hotels in the United States and the 50+ room hotels in Europe, Middle East, Africa, Asia and Pacific accounting for 76% of all worldwide hotel revenue.
- ◆ *HOTELS* serves the worldwide hotel market including:
 - ◆ Hotels
 - ◆ Resorts
 - ◆ Corporate & Regional Headquarters
 - ◆ Spas
 - ◆ Hotel Vendors

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

Postal List Size: 49,646

Postal Price: \$135/M

E-list Size: 17,804

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		

SEE ALSO

Chain Leader
 Foodservice Equipment & Supplies
 Restaurants & Institutions

Multi-Channel Pricing

Mailing/Telemarketing:	\$235/M
Mailing/E-Mail:	\$495/M
E-Mail/Telemarketing:	\$520/M
Mailing/E-Mail/Telemarketing:	\$595/M

*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	82
NH	030-038	108
VT	050-059	68
MA	010-027	595
RI	028-029	71
CT	060-069	250
New England	2.4%	1,174
NY	100-149	1,722
NJ	070-089	794
PA	150-196	881
Middle Atlantic	6.8%	3,397
OH	430-458	493
IN	460-479	303
IL	600-629	1,220
MI	480-499	448
WI	530-549	398
East North Central	5.8%	2,862
MN	550-567	436
IA	500-528	127
MO	630-658	437
ND	580-588	64
SD	570-577	79
NE	680-693	104
KS	660-679	159
West North Central	2.8%	1,406
DE	197-199	48
MD	206-219	610
DC	200-205	453
VA	220-246	680
WV	247-268	89
NC	270-289	592
SC	290-299	369
GA	300-319	955
FL	320-349	3,003
South Atlantic	13.7%	6,799
KY	400-427	176
TN	370-385	495
AL	350-369	185
MS	386-397	129
East South Central	2.0%	985
AR	716-729	103
LA	700-714	264
OK	730-749	129
TX	750-799	1,601
West South Central	4.2%	2,097
MT	590-599	74
ID	832-838	77
WY	820-831	70
CO	800-816	544
NM	870-884	171
AZ	850-865	755
UT	840-847	198
NV	889-898	767
Mountain	5.3%	2,656
AK	995-999	65
WA	980-994	425
OR	970-979	191
CA	900-961	3,010
HI	967-968	380
Pacific	8.2%	4,071
United States	51.3%	25,447
U.S. Territories	0.5%	268
Canada	3.9%	1,911
Mexico	0.5%	257
Other International	43.7%	21,697
APO/FPO	0.1%	66
Total	100.0%	49,646

HOTELS

BUSINESS TYPE

	Postal	Email
Architecture, Engineering, Design Firm	657	878
Consulting Firm	1,422	1,537
Dealer/Distributors	75	348
Hotel Headquarters	8,366	1,669
Hotel Investors	2,837	2,099
Hotel, Resort, Spa, Holiday Club	46,587	9,943
Import/Export Specialist	8	50
Manufacturer or Manufacturers Representative	75	394

TITLE

	Postal	Email
Corporate Management	9,310	3,808
Design & Development Specifiers	1,729	893
Food & Beverage Management	8,175	2,445
Housekeeping/Maintenance	1,012	282
Operations Management & Purchasing	26,983	5,287
Purchasing	1,180	247
Sales & Marketing	7,729	2,774
Security	8824	
Other Management	1,309	473

NUMBER OF HOTELS

(# OF ROOMS)

	Postal	Email
Less than 50	16	278
50-99	1,132	164
100-199	16,353	3745
200-299	8,199	2263
300-499	15,834	2766
More than 500	5,101	1568

IS YOUR HOTEL?

	Postal	Email
Chain Affiliated	22,727	4878
Independent	13,803	3999

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