

# HOTELS

## GEOGRAPHIC ANALYSIS

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

- ◆ *HOTELS* serves the worldwide hospitality industry including:
  - ◆ Hotels
  - ◆ Resorts
  - ◆ Corporate and Regional Headquarters
  - ◆ Spas
  - ◆ Hotel Vendors

This high-quality list reaches top management from virtually every major hotel chain and independent hotel in 164 countries. *HOTELS* is the only publication that serves the global hotel and hotel restaurant industry.

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



Size of List: **59,235**

Base Price: **\$135/M**

## Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Business Type	\$15/M
Canadian Names	\$10/M
Internet Usage	\$20/M
One Per Location	\$10/M
Recency	\$10/M
SIC Code	\$15/M
Size of Hotel	\$10/M
Telephone Numbers	\$60/M
Title	\$15/M

## Multi-Channel Pricing

Mailing/E-Mail: \$490/M  
Mailing/Telemarketing: \$215/M  
Mailing/E-Mail/Telemarketing: \$590/M

Size of E-List:  
**12,627**

E-List Base Price:  
**\$435/M**

State	ZIP Code	Individuals
ME	039-049	116
NH	030-038	130
VT	050-059	126
MA	010-027	810
RI	028-029	109
CT	060-069	347
<b>New England</b>		<b>2.8%</b> <b>1,638</b>
NY	100-149	2,152
NJ	070-089	1,027
PA	150-196	1,205
<b>Middle Atlantic</b>		<b>7.4%</b> <b>4,384</b>
OH	430-458	941
IN	460-479	440
IL	600-629	1,611
MI	480-499	699
WI	530-549	515
<b>East North Central</b>		<b>7.1%</b> <b>4,206</b>
MN	550-567	565
IA	500-528	217
MO	630-658	677
ND	580-588	81
SD	570-577	101
NE	680-693	137
KS	660-679	233
<b>West North Central</b>		<b>3.4%</b> <b>2,011</b>
DE	197-199	66
MD	206-219	697
DC	200-205	528
VA	220-246	1,177
WV	247-268	145
NC	270-289	912
SC	290-299	572
GA	300-319	1,422
FL	320-349	4,119
<b>South Atlantic</b>		<b>16.3%</b> <b>9,638</b>
KY	400-427	346
TN	370-385	798
AL	350-369	350
MS	386-397	265
<b>East South Central</b>		<b>3.0%</b> <b>1,759</b>
AR	716-729	198
LA	700-714	546
OK	730-749	280
TX	750-799	2,480
<b>West South Central</b>		<b>5.9%</b> <b>3,504</b>
MT	590-599	103
ID	832-838	105
WY	820-831	76
CO	800-816	789
NM	870-884	236
AZ	850-865	851
UT	840-847	258
NV	889-898	1,046
<b>Mountain</b>		<b>5.8%</b> <b>3,464</b>
AK	995-999	74
WA	980-994	517
OR	970-979	314
CA	900-961	4,042
HI	967-968	458
<b>Pacific</b>		<b>9.1%</b> <b>5,405</b>
<b>United States</b>		<b>60.8%</b> <b>36,009</b>
<b>U.S. Territories</b>		<b>0.4%</b> <b>250</b>
<b>Canada</b>		<b>3.3%</b> <b>1,926</b>
<b>Mexico</b>		<b>0.5%</b> <b>309</b>
<b>Other International</b>		<b>35.0%</b> <b>20,728</b>
<b>APO/FPO</b>		<b>0.0%</b> <b>13</b>
<b>Unknown</b>		<b>—</b> <b>—</b>
<b>Total</b>		<b>100.0%</b> <b>59,235</b>

**SEE ALSO:**  
**Restaurants & Institutions**

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

## Business Type

---

Architecture, Engineering, Design Firm	475
Consulting Firm	987
Dealer/Distributors	280
Hotel Headquarters	8,899
Hotel Investors	1,431
Hotel, Resort, Spa, Holiday Club	47,090
Manufacturer or Manufacturer's Representative	295

## Title

---

Corporate Management	12,501
Food & Beverage Management	5,606
Operations Management/Purchasing	18,857
Sales & Marketing Management	5,880

## Size of Hotel (# of Rooms)

---

50-99	3,194
100-199	18,548
200-299	8,338
300-499	12,499
500 or More	12,114

## Internet Usage

---

My Company Buys Via the Internet	17,736
My Company Sells Via the Internet	19,608
I Buy Via the Internet on Behalf of My Company	14,721