

# The New York Times

## THE MARKET

*The New York Times* is one of the world's most honored and trusted news sources, building on a tradition of full, balanced, authoritative news coverage that goes back more than a century.

*The Times* is both the nation's largest seven-day newspaper and the number-one newspaper website. Industry leaders nationwide who are seeking — from a single source — the most complete, compelling, and thoughtful reporting on news and trends read *The Times*. Marketers in all categories place their ads in *The Times*, on NYTimes.com, and on various Times mobile applications to reach loyal and influential readers, discerning consumers, and decision makers in business, government, and other fields.

## ACHIEVEMENTS

**108 Pulitzer Prizes.** *The New York Times* has won more Pulitzer Prizes, the most prestigious award in journalism, than any other news organization.

**99 George Polk Awards.** Established by Long Island University in 1949 to memorialize the CBS correspondent slain covering the civil war in Greece, the George Polk Award has become one of America's most coveted journalism honors.

**15 Gerald Loeb Awards.** Intending to encourage reporting on subjects that would both inform and protect the private investor and the general public, Gerald Loeb created these awards in 1957 to honor journalists who make significant

contributions to the understanding of business, finance, and the economy. Distinguished journalists nationwide participate. U.C.L.A.'s Anderson School of Management has presented the program since 1973.

**6 Sabew Awards.** *The Times* won 6 Sabew Awards in 2011, including General Excellence for the business section overall as well as for breaking news and opinion. Sabew — the Society of American Business Editors & Writers — is an association of business journalists headquartered at the University of Missouri School of Journalism. Competition began in 1995 to help set standards and recognize role models for outstanding business journalism. The intent of the award is to encourage comprehensive reporting of economic events without fear or favoritism.

## HISTORY

Henry Jarvis Raymond and George Jones founded *The New-York Daily Times* in 1851. Its exposé of widespread corruption within the Tammany Hall Democratic organization, run by William Marcy "Boss" Tweed, in New York City helped end Tweed's grip on city

politics and became a landmark in American journalism.

Adolph S. Ochs, a newspaper publisher from Chattanooga, Tennessee, bought *The Times* in 1896, which was then having severe financial difficulties. He took *The Times* to new heights, establishing it as the serious, balanced newspaper that would bring readers "All the News That's Fit to Print" (a slogan he coined that still appears on the paper's front page). His publication would do so, he added, "without fear or favor." Mr. Ochs introduced such features as *The New York Times Magazine* and the *Book Review*.

In 1935 Ochs was succeeded as publisher by his son-in-law, Arthur Hays Sulzberger, whose grandson, Arthur Sulzberger Jr., is the publisher today. With

its extensive coverage of world events throughout the 20th century, *The Times* came to be known as "the newspaper of record."

The Supreme Court ruled in favor of the newspaper's right in 1971 to publish the so-called Pentagon Papers, government documents concerning the Vietnam War. In 1996 *The Times* entered the dawning digital era, launching its acclaimed website, NYTimes.com. More than fifteen years later, the site has grown significantly, with an array of expanded sections and capabilities, videos, multimedia, blogs, and more.

## THE PRODUCT

*The Times* provides daily news and analysis of the world, nation, and New York area, along with business and sports, the arts, science, technology, and trends. Content from *The Times* is available in its print edition, on the Web at NYTimes.com, and in various digital and mobile applications.

*Time* magazine has hailed *The Times* as "easily the best, most important newspaper in the country." *The Times* makes its content available to other national and international customers and offers consumers photo reprints and other products at The New York Times Store (nytstore.com). *The Times* is valued not only for its extensive coverage but also for the careful analysis and authoritative context it provides.

*The Times* features special coverage of the media on Mondays, the Science Times section on



Tuesdays, food-related content on Wednesdays, the Styles and Home sections on Thursdays, a two-part Weekend Arts section on Fridays, and Personal Business on Saturdays. *The Sunday Times* includes the Arts & Leisure section, *The New York Times Magazine*, the *Book Review*, the Sunday Review, Travel, Sunday Business, and other sections.

*The New York Times* on the Web, at NYTimes.com, is one of the most admired and most innovative — as well as the most visited — newspaper websites. It includes widely discussed blogs on every subject, videos, columns, multimedia graphics and slide shows, as well as archives of past articles.

## RECENT DEVELOPMENTS

*The New York Times* has continued to develop world-class products and features, both in print and online, to offer an optimal experience for its loyal readers.

**Digital Products.** In March 2012, to mark its first anniversary of *The Times* digital subscription plan, *The Times* announced that it would



be moving the pay gate at NYTimes.com to 10 free articles a month from 20. The digital sub-

scription plan allows for free access through social media and search. After 10 articles, users are asked to pay for full access to the site, with the option to choose from several packages, depending on *The Times* digital products they use most. As of March 18, 2012, approximately 454,000 people had subscribed to one of the digital subscription packages. The digital subscription plan was designed to develop an alternate revenue stream that would enable *The Times* to continue to invest in creating high-quality journalism to maintain its presence as a premier global news source.

In addition to its existing selection of award-winning news apps, *The Times* recently expanded its offerings and launched two Election 2012 apps for iPhone and Android, as well as “The Collection,” a fashion app for iPad. It also relaunched its news app for Windows Phone.

In early 2012 NYTimes.com launched Business Day Live, a new live video program that features original video news reports of the day’s most important business stories on the NYTimes.com homepage every weekday morning. In March 2012 NYTimes.com hosted a mix of live and produced videos featuring Times reporters, opinion columnists, and newsroom editors airing throughout the evening on Super Tuesday.

**Journalism.** In the spring of 2012 *The Times* redesigned its Well section on NYTimes.com to include new interactive and multimedia features and a new design that better showcases *The Times*’s health and wellness content. The expanded section includes a variety of news stories, popular columns, interactive tools, quizzes, and video organized around nine key topics: Body, Mind, Food, Fitness, Love, Family, Doctors, Patient Voices, and Well Pets.

In late 2011 *The Times* unveiled enhancements to its popular online Theater section that offer prominent placement of reviews, easily accessible Critics’ Picks, a “Show Tuner” interactive tool, and revised theater listings pages. NYTimes.com also unveiled a significant expansion of Bits, its leading technology news site, to offer more breaking news and smart analysis on the business of technology.

*The Times* is also expanding its global audience. In September 2011 it launched India Ink, an English-language Web site offering news and analysis about Indian politics, culture, business, sports, and lifestyle. The site, nytimes.com/indiaink, provides a distinct

perspective on the news and events that matter most to Indians and those who follow news about India, both on the subcontinent and abroad.

## PROMOTION

To mark the one-year anniversary of digital subscriptions, *The Times* rolled out an extensive online video marketing campaign in April 2012. The campaign urges readers to “experience the difference between the news and *The New York Times*,” highlighting four topics in particular: politics, invention, creativity, and relationships.

## BRAND VALUES

*The Times* has a long-standing reputation for integrity and depth of reporting. Readers value *The Times* because they know it provides all the most important news, as well as highly respected insights. In an era of ever-growing media choices, readers rely on *The Times* for substance and style, range and depth.

Advertisers value *The Times* for the closely read, highly esteemed, and timely editorial environment in which their messages will appear, and because of the influence and purchasing power of so many *Times* readers. Following Election Day 2008 and Inauguration

Day 2009, copies of *The Times* were avidly sought, as readers looked for the historic newspaper of record to fully capture these milestone events.

*The Times* has been extending brand awareness through TimesTalks, live panel discussions involving *Times* journalists. Since *The Times* moved into its new headquarters, it has been holding TimesTalks and other events in the building’s state-of-the-art auditorium, TheTimesCenter.

## THINGS YOU DIDN'T KNOW ABOUT THE NEW YORK TIMES

- Times Square was named for *The New York Times* after the paper moved to the neighborhood in 1905; previously the area was known as Longacre Square.
- The first Times Square New Year’s Eve ball dropped from The Times Tower on December 31, 1907. One hundred years later, in 2007, *The Times* moved into a new headquarters building, designed by Renzo Piano, at Eighth Avenue between 40th and 41st Streets.
- *The New York Times* was the first newspaper to publish an accurate story about the sinking of the *Titanic* in 1912.
- The first Sunday crossword appeared in *The New York Times Magazine* in 1942. The first crossword in the daily paper appeared in 1950.
- *The Times* first popularized the Op-Ed page, which it introduced in 1970, running opinion pieces by outside writers on the page opposite its editorials: hence, “Op-Ed.”
- In 2009, NYTimes.com won a Peabody Award for “aggressively and imaginatively adding sound and moving images to the news that’s fit to print . . . the ‘Gray Lady’ became a leader in the emergence of new journalistic forms.”
- A convener of community, NYTimes.com is the number-one single newspaper web site, reaching one in seven active Internet users.
- *The Times* is available in more than 350 markets nationwide and is printed in 26 locations around the country.
- *The Times* Facebook page features a timeline that tracks celebrated milestones from *The Times*’s 160-year history including the introduction of the newspaper’s slogan “All the News That’s Fit to Print” in 1897, the introduction of crossword puzzles in 1942, the first “Stop the Presses” moment in 1968, and the launch of NYTimes.com in 1996. It also recounts *The Times*’s coverage of select major news events, including the sinking of the *Titanic* and the Pentagon Papers.