

# 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 160 years.

*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 products to reach loyal and influential readers, discerning consumers, and decision makers in business, government, and other fields.

## ACHIEVEMENTS

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

**102 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. UCLA's Anderson School of Management has presented the program since 1973.

**6 Sabew Awards.** *The Times* won six Sabew Awards in 2012, including general excellence, breaking news, feature reporting, 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." Ochs introduced such features as *The New York Times Magazine* and *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 dawn of the digital era, launching its acclaimed website, NYTimes.com. More than 17 years later, the site has grown significantly, with an array of expanded sections and capabilities, videos, infographics, multimedia, blogs, and more.

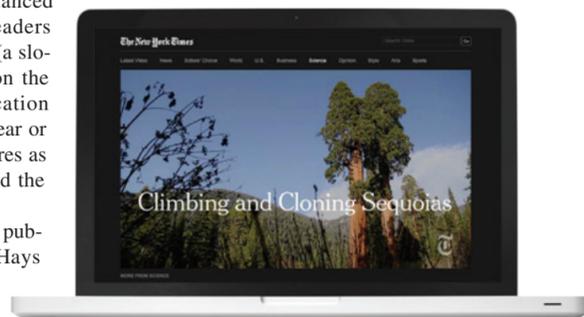
## THE PRODUCT

*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 products 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 (nytimes.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.

In early 2013 *The Times* announced a series of strategic initiatives that aim to grow the company's revenues by leveraging its brand and

- Other new products, also at lower price points, that would offer deep access and additional content and other new features in specific content areas such as politics, technology, opinion, the arts, and food.

- An enhanced tier that would offer extras at a higher price point to "all digital access" and print subscribers. Subscribers will likely be offered access to *Times* events and the ability to gift subscriptions and provide full family access, among other incentives.

In June 2013 *The Times* began to meter its mobile applications, granting mobile app users access to up to three articles a day across any section in the apps. This was a departure from *The Times*'s previous model, in which nonsubscribers could only access the Top News section on mobile news apps.

**Journalism.** In late 2012 *The Times* published "Snow Fall," an innovative multimedia project that featured a six-part story presented with interactive graphics, videos, and more. "Snow Fall" earned a Pulitzer Prize in 2012 for *Times* reporter John Branch.

In February 2013 *The Times* announced plans to rebrand the *International Herald Tribune* (IHT) and introduce a multiplatform international version of *The New York Times* that would be tailored and edited specifically for global audiences. The publication would be called the *International New York Times* and is planned to launch in late 2013.

*The Times* introduced in the spring of 2013 a prototype version of NYTimes.com in advance of a series of major site enhancements that would take place in late 2013–early 2014.

**PROMOTION** As part of its efforts to continue to tell stories through video and increase its video offerings, in April 2013 *The Times* began to offer unlimited access to video on NYTimes.com, on its mobile website (m.nytimes.com), and on mobile applications, to all users regardless of their subscription status.

## 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 accuracy, substance and style, range and depth.

## ADVERTISING

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.

*The Times* has been extending brand awareness through TimesTalks, live panel discussions involving *Times* journalists as well as

its live conference series that features events like its DealBook conference, Energy for Tomorrow, Schools for Tomorrow, and its Global Forum series.

## 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." NYTimes.com would go on to win a second Peabody Award in 2012 for the multimedia feature "Snow Fall."

- A convener of community, NYTimes.com is the number-one single newspaper website, reaching one in seven active Internet users.

- *The New York Times* crossword puzzle appears daily in the paper on the back page of the Arts section. The puzzle becomes increasingly difficult throughout the week, with the easiest puzzle on Monday and the most difficult puzzle on Saturday. The larger Sunday crossword appears in *The New York Times Magazine* and is comparable to the Thursday puzzle in level of difficulty.

- TimesMachine is a free online resource that allows readers to flip electronically through any issue from volume 1, number 1 of *The New-York Daily Times*, on September 18, 1851, through *The New York Times* of December 30, 1922.

- *The New York Times News Services Division* transmits articles, graphics, and photographs from *The Times*, the *Globe*, and other publications to over 1,300 newspapers, magazines, and websites in nearly 100 countries and territories worldwide.