

The New York Times

THE MARKET

The core purpose of *The New York Times* is “to enhance society by creating, collecting, and distributing high-quality news, information, and entertainment.” *The Times* is read nationwide by those seeking the most complete, compelling, and thoughtful report on news and trends in a single package. Leaders in every profession and the intellectually curious and discerning seek out *The New York Times*.

In recent years, *The Times* has expanded both its home delivery and retail access to areas of the country where it had not been widely available before. It has extended its national availability in part by forming alliances with other companies, such as local papers (willing to offer delivery of *The Times* to readers who wish to purchase it) and retailers (such as Starbucks Coffee, which made *The New York Times* available in more than 2,000 of its locations). Increased national circulation has led to increased national advertising in *The Times*, which now exceeds local advertising.

According to the leading marketing and media study of the U.S. adult population, Mediamark Research Inc. (MRI), the weekday/Sunday *New*



York Times has a net readership of over 7 million (7,089,000) (source: MRI Spring 2002). And *Times* readers are known to have an exceptionally intense relationship with their newspaper.

“In over 25 years of researching loyalists in virtually every product or service category,” says Bonnie Goebert, president and owner, The Bonnie Goebert Company, a marketing research firm, “I have rarely encountered such a dedicated group. Without *The Times*, there seems to be an absolute gap in their lives that no other paper, indeed no other medium, can fulfill.”

ACHIEVEMENTS

The New York Times is one of the most honored names in journalism, the recipient of 88 Pulitzer Prizes (among many other journalism awards), far more than any other newspaper. In 2002 alone, *The Times* won an unprecedented seven Pulitzers.

In 2000, publisher Arthur Sulzberger Jr. was named newspaper publisher of the year by *Editor & Publisher* magazine, the leading publication on the newspaper industry, and *Working Mother* magazine recognized The New York Times Company as one of the best companies for working mothers. In 2002, *The Times* was ranked number-one in the publishing industry in *Fortune* magazine’s survey of America’s Most Admired Companies. Among all the companies on the list, *The Times* was ranked number-one for the

quality of its products and services and for community responsibility.

HISTORY

Henry Jarvis Raymond and George Jones founded *The New York Times* in 1851. Its exposé of widespread corruption of the Tammany Hall Democratic organization, run by “Boss” William Marcy Tweed, in New York City, helped to end Tweed’s hold on city politics and became a landmark in American journalism.

In 1896, Adolph S. Ochs, a newspaper publisher from Chattanooga, Tennessee, bought *The Times*, which was then having severe financial difficulties. He took *The Times* to new heights of achievement, establishing it as the serious, balanced newspaper that would bring readers “All the News That’s Fit to Print” (a slogan that he coined and 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*.

On his death in 1935, Ochs was succeeded as publisher by his son-in-law, Arthur Hays Sulzberger, whose grandson, Arthur Sulzberger Jr., is the publisher today. In its extensive coverage of world events throughout the 20th century, *The Times* came to be known as “the newspaper of record.” In 1971, the Supreme Court ruled in favor of *The Times*’ right to publish the so-called

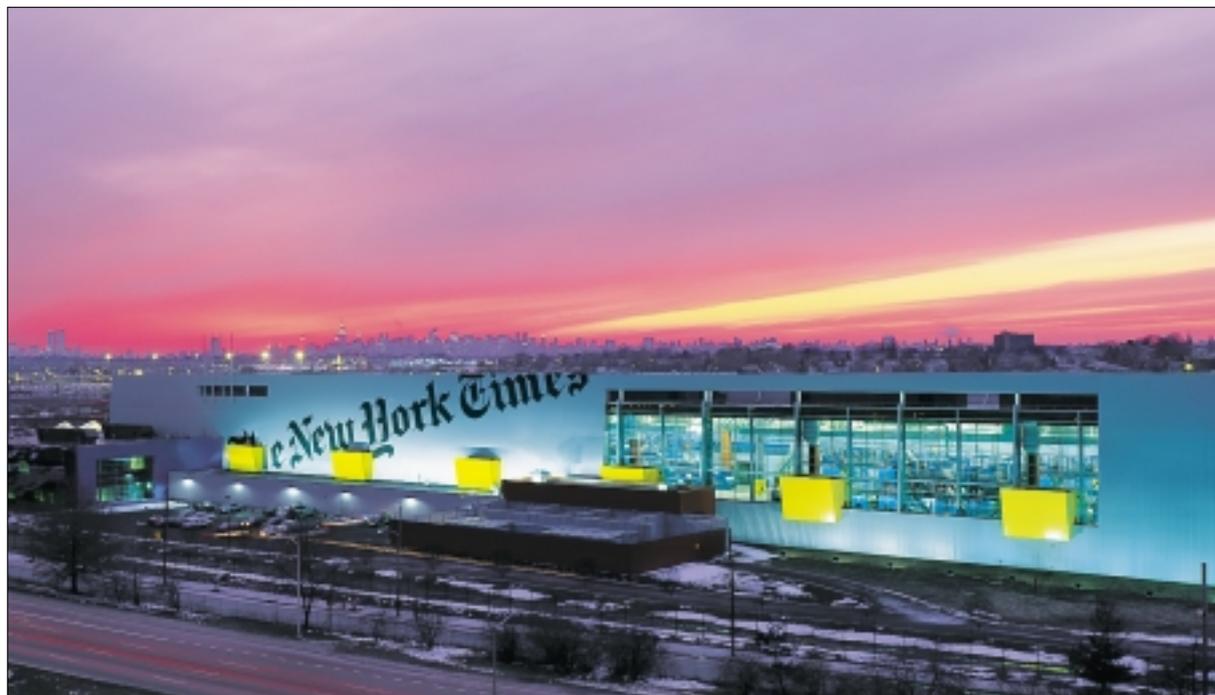
Pentagon Papers, government documents concerning the Vietnam War. In 1996, *The Times* entered the dawning digital era, launching its acclaimed Web site, *nytimes.com*.

THE PRODUCT

The New York Times is a seven-day newspaper, with daily coverage of world, national, and New York-area news, business, and sports, daily weather, news summaries and, of course, the crossword puzzle. *The Times* has been hailed as “easily the best, most important newspaper in the country” by *Time* magazine. “If it’s in *The New York Times*, it’s news,” *U.S. News & World Report* has written.

The daily newspaper features special coverage of the media on Mondays, a Science Times section and fashion coverage on Tuesdays, food-related content on Wednesdays, the Circuits section and home-related articles on Thursdays, a two-part Weekend section and the Escapes section (introduced in 2002) on Fridays, and extra cultural coverage on Saturdays. The Sunday *Times* includes the Arts & Leisure section, *The New York Times Magazine*, *The Book Review*, the Week in Review, Travel, and Money & Business sections.

The Times publishes three editions: New York, Northeast (serving the Washington and New England areas), and National. *The Times* also publishes online, at *nytimes.com*, which includes The Learning Network, a special component for



RECENT DEVELOPMENTS

In 2002, The New York Times Electronic Edition, an exact digital replica of the newspaper, was launched. This edition makes it possible for the first time to read the paper anywhere in the world on the date of publication from a computer with Internet access. Also in 2002, *The Times* introduced the Escapes section in its Friday paper (reporting on a broad range of weekend destinations, automobiles, second homes, and retirement communities) and Arts & Leisure weekend. Arts & Leisure weekend has become an annual program, during which cultural institutions offer special discounts to *Times* readers, and *The Times* holds Critics Choice panel discussions, featuring notable figures in the arts and moderated by *New York Times* journalists.

As 2003 began, *The Times* was extending its presence on television with the new Discovery Times channel. It has also become the sole owner of the *International Herald Tribune*, formerly operated in partnership with *The Washington Post*.

PROMOTION

The New York Times is widely promoted in markets across the country and throughout the New York area. It especially strives to reach “like-minded non-readers,” whom *The Times* has identified as sharing many of the characteristics of its most loyal readers: intellectually and culturally curious, concerned about social issues, career, and their own as well as their children’s education.

Among the broad range of promotional tools that *The Times* uses are image advertising (including its “Expect the World” television campaign, print ads, and billboards) and direct response (including television and direct mail).

The Times has also developed special programs to include various segments of the population, including Chinese-Americans, Hispanics, Asian Indians, and the gay and lesbian communities.

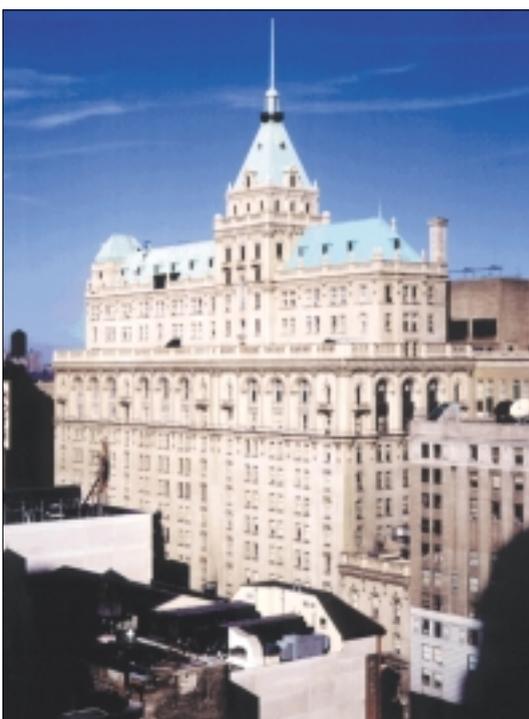
BRAND VALUES

The Times has a long-standing reputation for integrity and depth of reporting. Many feel that *The Times* has long set the standard for quality journalism. Readers value *The Times* because they know that the paper’s editors and reporters strive to provide them all the most important news, as

well as their prized insights, every day. In an era of ever-more media choices, readers know they can rely on *The Times* for both substance and style. Advertisers value *The Times* because of the closely read, esteemed, and timely editorial environment in which their messages will appear, and because of the influence and purchasing power of so many *Times* readers.

THINGS YOU DIDN'T KNOW ABOUT THE NEW YORK TIMES

- The editorial staff of *The New York Times* consists of more than 1,000 people. They report, write, and edit from three floors in *The Times*’ current building on West 43rd Street in New York City or work in the eight news bureaus reporting to the metropolitan desk, a bureau in Washington, D.C., 11 other news bureaus covering national news, and in 26 news bureaus reporting news from outside the United States.
- 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. Plans for a new state-of-the-art *Times* headquarters in the Times Square area are being completed as this book goes to press.
- *The New York Times* was the first newspaper to publish a story, and a correct one at that, 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.”
- Food critics for *The New York Times* each spend about \$200,000 a year in restaurant bills (tips included).



educators, students, and parents (*nytimes.com/learning*). The New York Times Electronic Edition, an exact digital replica of the newspaper, was launched in 2002.

The New York Times makes content of the paper available to other national and international customers, offers photo reprints to consumers, and also offers such special publications as *The New York Times Large Type Weekly*. *The Times* is especially valued not only for its extensive coverage but also for the careful analysis and context it provides.