

# The New York Times

NYTIMES.COM

## THE MARKET

*The New York Times* is the nation's most-honored news organization, having won 94 Pulitzer Prizes, the most prestigious award in journalism. *The Times* is both the nation's largest seven-day newspaper and the number-one newspaper Web site.

*The Times* is read nationwide by those seeking from a single source the most complete, compelling, and thoughtful report on news and trends. Leaders in every profession and the intellectually curious seek out *The New York Times*. Marketers in all categories place their ads in *The Times* and on NYTimes.com to reach loyal, influential readers, discerning consumers, and decision makers in business, government, and other fields. In 2006, *The New York Times Magazine*, appearing weekly in the Sunday *Times*, was for the first time No. 1 in advertising pages, according to the Publishers Information Bureau.

## ACHIEVEMENTS

*The Times* won another Pulitzer Prize in 2007, as well as a duPont-Columbia prize for excellence in broadcast journalism in 2006. *The Times* won

an unprecedented seven Pulitzers in 2002, six of those for its coverage of the events of September 11, 2001, and related topics. In the course of the past five years, The New York Times Company was named to *Business Ethics* magazine's 100 Best Corporate Citizens, was recognized as an IT innovator on *Information Week* magazine's InfoWeek 500 list, and ranked among the top 30 companies for executive women by the National Association for Female Executives.

## 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. Ten years later, the site has grown significantly, with an array of expanded sections and capabilities, videos, blogs, and more. In 2005, *The Times*

launched TimesSelect, a premium feature of NYTimes.com, and hundreds of thousands of people signed up for it to get access to expanded *Times* content and its archives.

## THE PRODUCT

*The New York Times* provides daily coverage of world, national, and New York-area news, business,





and sports, daily weather, news summaries, and, of course, the crossword puzzle. *Times* content is available in its print edition, on the Web, and, most recently, in Times Reader, a new way to read *The Times* that provides the look and feel of the newspaper with the functionality of the Web. *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 Times* features special coverage of the media on Mondays, the Science Times section on Tuesdays, food-related content on Wednesdays, the Styles and House & Home sections on Thursdays, a two-part Weekend section and

TimesSelect provides exclusive *Times* content, extended access to *The Times'* archives, and resources such as customized e-mail alerts. This product is available free of charge to subscribers of the print version of the paper; others pay \$49.95 per year. Times Reader is an electronic version of the newspaper.

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

#### RECENT DEVELOPMENTS

In 2006, *The Times* introduced Times Reader, a digital version of the newspaper that can be automatically downloaded to a computer's hard drive for reading offline. *The Times* became the first newspaper to offer this capability, combining the interactivity and immediacy of the Web with the portability of a newspaper. NYTimes.com celebrated its 10th anniversary in

2006 with enhanced navigation, expanded features, and new personalized options. *The New York Times Magazine* has been expanding its periodic T Style issues since their debut in 2004, and they now include Women's Fashion, Men's Fashion, Travel, Design, Living, Beauty, and Holiday.

#### PROMOTION

Among the broad range of promotional tools that *The Times* uses are brand advertising (including its "These Times Demand *The Times*" television

**THESE TIMES DEMAND  
NOT JUST A STORY, BUT  
THE DEFINITIVE  
ACCOUNT.**



the Escapes 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 Week in Review, Travel, Sunday Business, and other sections.

*The New York Times* on the Web, at NYTimes.com, includes blogs, videos, and archives of past articles; the Learning Network, a special component for educators, students, and parents at NYTimes.com/learning; an expanded Travel section that facilitates trip planning; a Theater section that enables ticket purchases; and more.

campaign, print ads, and billboards) and direct response (including television and direct mail).

#### 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 with 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

- 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 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."
- In 2007, *The Times* introduced the first video obituary (of Art Buchwald, announcing his own demise), continuing its tradition of cross-media innovation.