

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

ACHIEVEMENTS

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

96 George Polk Awards. Established by Long Island University in 1949 to memorialize the CBS correspondent slain covering a civil war in Greece, the George Polk Award has become one of America's most coveted journalism honors — and probably its most respected.

12 Gerald Loeb Awards. Intending to encourage reporting on subjects that would both inform and protect the private investor and the general public, George 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.

13 SABEW Awards. *The Times* won 13 SABEW Awards in 2010, including General Excellence for the business section overall and for its Web business report on NYTimes.com. 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.

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*.

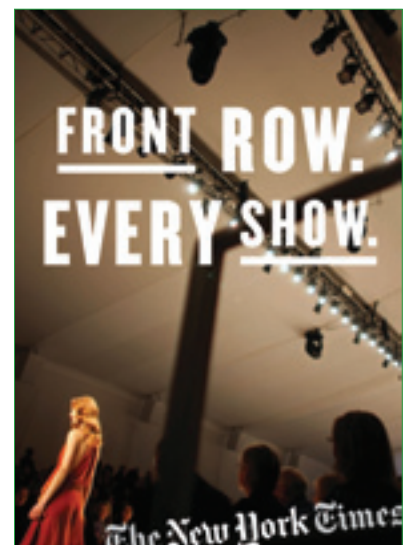
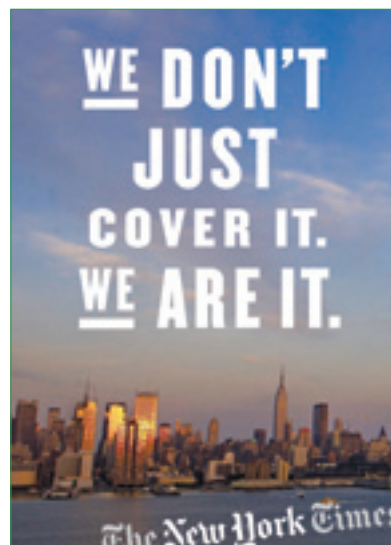
In 1935 Ochs was succeeded as publisher by his son-in-law, Arthur Hays Sulzberger, whose grandson, Arthur Sulzberger Jr., is the publisher today. In its extensive coverage of world events through-

out 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. Fourteen years later, the site has grown significantly, with an array of expanded sections and capabilities, with videos, 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,



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

and trends. Content from *The Times* is available in its print edition, on the Web, and in digital versions, including *The New York Times Electronic Edition*, *TimesReader*, and *Times Digest*.

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 exten-



sive 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*, *Week in Review*, *Travel*, *Sunday Business*, and other sections.



The New York Times on the Web, at NYTimes.com, has become one of the most admired and most innovative — as well as the most visited — of news websites. It includes widely discussed blogs on every subject, journalists’ timely videos, slide shows, and podcasts, as well as archives of past articles.

RECENT DEVELOPMENTS

The Times continues to develop new venues for its sought-after insights, such as Andrew Ross Sorkin’s DealBook, on Wall Street’s deals and dealmakers, and Times People, on NYTimes.com, a new way for readers to share what they find interesting on the site with other readers. In 2009 NYTimes.com introduced a new Energy & Environment section, providing targeted business coverage and featuring the Green Inc. blog.

T: The New York Times Style Magazine — a series of luxury lifestyle magazines devoted to such interests as fashion, travel, and design, and launched in 2004 — continues to be a focal point for *Sunday Times* readers. Published 15 times a year, *T* is now edited by Sally Singer, who previously oversaw the fashion news and features departments at *Vogue*.

In summer 2010 *The Times* incorporated the political blog FiveThirtyEight into the political news section of NYTimes.com. Another blog, First Look, displays *Times* projects in development and hosts conversations between *Times* developers and the site’s users. TimesCast, an original daily video news program offering an inside look at the top stories that *The Times* is following each day, made its debut on NYTimes.com in March 2010.

The Times launched expanded pages of local content on Fridays and Sundays in the Bay Area and in Chicago in fall 2009. These pages are produced in collaboration with the Bay Citizen and the Chicago News Cooperative, respectively, and complement the national and global coverage that has made *The Times* a popular news provider in both of these markets.

PROMOTION

In the digital age, one of the keys to success is to keep investing in the brand. *The New York Times*’ innovative and successful promotions draw on all facets of marketing, with traditional brand, digital, and direct-response advertising; print and online display ads; search engine optimization; social networking; and more.

In spring 2010 *The Times* created the “We Are New York” campaign, which featured a DRTV spot shown in taxis and movie theaters, along with appropriate placements in print and out-of-home, including subways. Ancillary promotions include staging regular reader events such as literary brunches and the annual New York Times Arts and Leisure Weekend.

Even with the service-driven tablet market still in its infancy, *The New York Times* can now be found across all platforms: from the printed page to every imaginable screen, from its award-winning iPhone application to mobile devices like the Amazon Kindle, the Sony Reader, Barnes & Noble nook, and the iPad. TimesReader, now powered by Adobe Air, allows users to download Times content and take it wherever they are. *The Times* even developed and launched special applications, such as the *International Herald Tribune*’s Business Navigator, a travel app for south China.

BRAND VALUES

The Times has a longstanding 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.”
- *The Times* is the number-one newspaper among college students. According to a semiannual study of national newspaper readership by the *Student Monitor*, *The Times* in print reaches 20 percent of U.S. college students during a typical week, a much larger percentage than any other American newspaper. The *Student Monitor* also found that NYTimes.com reaches 18 percent of college students in a typical week. *The Times* is delivered to more than 1,200 colleges and universities and is used by more than 1,500 schools in the United States.
- *The Times* is available in more than 350 markets nationwide and is printed in 26 locations around the country.