

# 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

**106 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 the civil war in Greece, the George Polk Award has become one of America's most coveted journalism honors.

**12 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.

**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.



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. Fifteen years later, the site has grown significantly, with an array of expanded sections and capabilities, 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, 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 (nyt-store.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, has become one of the most admired and most innovative — as well as the most visited — of newspaper 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 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 2011 *The Times* launched its digital subscription plan, whereby users can enjoy 20 articles per month on NYTimes.com, in addition to free links through social media and search. After 20 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 the end of the second quarter 2011, approximately 224,000 people had subscribed to one of the digital subscription packages. The digital subscription plan was designed to develop an alternate

carpet, and live video updates from A. O. Scott and David Carr during the event.

*The New York Times Magazine* was redesigned in March 2011 under the direction of Hugo Lindgren. In addition to its new layout and design, the magazine offered new columns, columnists, and features.

In October 2010 *The Times* launched expanded pages of local content in Texas. The local report is produced in collaboration with the Texas Tribune, nonpartisan, independent, nonprofit news organization. The Texas pages, appearing on Fridays and Sundays in the front section of copies of *The New York Times* distributed throughout Texas, feature coverage of Texas government, politics, culture, and lifestyle by some of the state's top reporters, analysts, and critics.

In early 2011 *The Times* began publishing e-book fiction and nonfiction best-sellers lists, in addition to its popular hardback and paperback lists.

## PROMOTION

In March 2011 *The Times* introduced digital subscriptions, an investment in the future that allows *The Times* to develop new sources of revenue that support its journalistic mission and digital innovations.



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 to include an HTML5 news app available in the Chrome Web Store, as well as a news app for the Windows Phone. In early 2011 NYTimes.com launched a personalized recommendation feature, which creates a customized list of recommended reading, pointing users to additional *Times* content of interest based on what the user has recently read on NYTimes.com. In January 2011 *The Times* published its first e-book, *Open Secrets: WikiLeaks, War and American Diplomacy*, about the release of 2010's WikiLeaks documents.

**Journalism.** In the summer of 2011 *The Times* redesigned its Week in Review section, which was then relaunched as Sunday Review. Sunday Review offers a strong mix of news analysis, editorials, and opinion; an NPR *Wait, Wait . . . Don't Tell Me!* news quiz; and a political comic strip.

In 2011 *The Times* offered its first Interactive Oscars package, which included a live feed of the latest news, a live photo stream from the red

An extensive marketing campaign supported the rollout of *The Times*' digital subscription offer. Direct-response TV promoted the advantages of subscribing; outdoor posters and web banners captured the vibrancy of *The Times*' digital content; and a letter to all home delivery subscribers reinforced the value of full, free digital access to *The Times*' articles across computers, smartphones, and tablets. Online display ads, marketing e-mails, interstitials, and a robust social media monitoring and response program supported the launch.

Nonsubscribers can still enjoy digital access to *The Times*, but are limited to a specific number of articles. To encourage consumption of *Times* content on the Web, readers who come to *Times* articles through links from search engines, blogs, and social media can read articles even if they have reached their monthly limit.

## 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."
- *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.