

March 2010

# The New York Times

**NYTIMES.COM**

## *Did You Know? Facts about The New York Times*

The New York Times is dedicated to providing news coverage of exceptional depth and breadth, as well as opinion that is thoughtful and stimulating. Widely quoted, and often hotly debated, The Times is held by its readers to the highest of standards and continues to be regarded by many as the nation's pre-eminent newspaper. It has earned far more Pulitzers than any other paper, and it has a global news staff that covers the wide range of our readers' interests: from world, national and New York issues to business, culture, science, religion, style, food, health and homes. A resource of the influential, The Times also gives voice to those without influence. While our readers are as diverse as the subjects we cover, one trait is common to all of them: the need to know.

### **Investment in Reporting**

- The New York Times has approximately 1,150 news department staff, more than any other national newspaper.
- Foreign news bureaus: 26, including a United Nations bureau based in New York City.
- New York region bureaus: 10
- National news bureaus: 11

### **Circulation**

- The Times remains the largest seven-day newspaper in the United States, with print circulation of 1.4 million Sunday and nearly 1 million daily in 2009 (Source: internal data), and a quality audience of over 22 million unduplicated readers online and in print (Source: Nielsen NetView, February 2010 and Fall 2009 MRI).
- In 2009, The Times had more than 820,000 readers who have subscribed for the print edition for two years or more, up from 650,000 in 2000.
- The Times is delivered to more than 1,200 colleges and universities and used by more than 1,500 schools in the United States.
- The Times is the #1 national newspaper among college students. According to a semi-annual study of national newspaper readership by the Student Monitor, The Times in print reaches one in five (20%) U.S. college students during a typical week, which is a much larger percentage than any other American newspaper. It also found that NYTimes.com reaches 18% college students in a typical week. (Source: Student Monitor Spring 2008 Lifestyle & Media Study)
- The Times is available in more than 350 markets nationwide and is printed in 26 locations around the country.

- The Times is available at 55,000 newsstands and retailers, including more than 6,100 Starbucks locations across the country.

### **NYTimes.com**

Over the past few years, the Times Company has been undergoing a transformation from a newspaper company to a multi-platform news and information company. The goal for NYTimes.com is to build a fully interactive news and information platform, achieving sustainable leadership positions in the most profitable content areas. NYTimes.com continues to add more features and functions to enrich users' experiences, including comprehensive reference articles, videos, podcasts, slide shows, Web-only columns and interactive tools. Today NYTimes.com has more than 60 active blogs and offers more than 3,000 videos.

- NYTimes.com launched in January 1996. It is now the number one newspaper Web site in the United States and among the top five current events and global news sites (Source: Nielsen, February 2010J).
- NYTimes.com had 19.9 million unique visitors in February 2010 (Source: Nielsen NetView).
- NYTimes.com has over 4.1 million business decision makers online (Source: Nielsen Online @Plan/ Winter 2010 – Release 1).
- NYTimes.com is the most blogged news site. In February 2010 alone, blogs linked to NYTimes.com over 100,000 times, more than twice that of the next most-blogged news site. (Source: NielsenMyBuzzMetrics).

### **NYTimes Mobile**

- The Times has developed applications for the iPhone and iTouch, Palm Pre and BlackBerry smartphones, bringing news, games and features to users in an environment specifically designed for the mobile device. The Times is currently developing an application for Android.
- NYTimes Mobile has grown from 500,000 page views in January 2007 to 85 million total mobile page views in January 2010, including the mobile site and apps.
- As of March 2010, the NYTimes iPhone application has been downloaded 3 million times since its launch in July 2008.

### **Innovation at The New York Times**

- The Times is pursuing content distribution on a variety of platforms including e-readers and tablets such as the Amazon Kindle, Sony Reader and the Barnes & Noble Nook. The Times was the only news and information company to demonstrate an iPad application at Apple's iPad launch event in February 2010.
- NYTimes.com has an interactive newsroom technologies group, which pairs Web development with reporting, multimedia and graphics to create a richer, more engaging experience for users on the Web. The group has created multimedia for news events such as the 2008 presidential election, the Olympics, the Haiti earthquake, the health care debate and many more.
- The Times benefits from the Times Company's Research & Development Group, the first in the industry, which was created to help anticipate consumer preferences and devise ways of satisfying them; the group assists in product development at The Times and across the Company.

- In October 2008, NYTimes.com began to roll out Application Programming Interfaces (API) that provide outside developers with access to certain NYTimes.com data for use in other applications, interfaces and mashups. As of March 2010, 11 APIs have been released, including Article Search, Best Sellers, Campaign Finance, Movie Reviews, and Times Tags.
- In February 2009, NYTimes.com hosted its first-ever Times Open event, which brought together industry leaders and developers from across the Web to learn about applications, data resources and the trends that are shaping the future of Web development.

### **Influence**

- Among 129 print and broadcast media measured in the U.S. Opinion Leaders Study, the weekday New York Times ranks #1 in reach, delivering over 61% of Opinion Leaders. The Sunday Times ranks among the top 15 for all media; among print media, it ranks #8, according to the results of the 2008-2009 U.S. Opinion Leaders study conducted by Erdos & Morgan.
- More than 2,000 copies of The Times are delivered on weekdays to United States government offices in Washington, D.C., including the White House, Congress, the Pentagon, the State Department and the C.I.A.
- The Times has a large social media presence, with over 540,000 fans on Facebook, 70% of whom are female and under the age of 30 (February, 2010). On Twitter, The Times has over 100 feeds (February, 2010).

### **The Most Honored Newspaper**

- The Times has won 101 Pulitzer Prizes, far more than any other newspaper.
- In 2009, The Times won five Pulitzer Prizes: for breaking news reporting, investigative reporting, international reporting, art criticism, and feature photography.
- The Society of News Design selected The Times as one of the “World's Best Designed Newspapers for 2009.”

### **Digital Awards**

- The Times won two 2009 Online Journalism Awards from the Online News Association: “General Excellence in Online Journalism, Large Site” for NYTimes.com, and “Outstanding Use of Digital Technologies, Large Site” for The Times’s interactive graphics.
- In 2009, The Times swept top honors in the Knight-Batten Awards for Innovations in Journalism with six striking entries that netted the Grand Prize for a dynamic body of work for the year.
- NYTimes.com received the 2009 Peabody Award for “aggressively and imaginatively adding sound and moving images to the news that's fit to print” and becoming “a leader in the emergence of new journalistic forms.”
- In 2009, NYTimes.com’s iPhone application won the Best Mobile News Application in the first-ever Mobie Awards.
- In 2009, the Company launched Times Reader 2.0, an enhanced version of the digital newspaper reader. Times Reader 2.0 subsequently won two awards at the Digital Publishing and Advertising awards (DPAC) for Best Digital Publishing Content Platform and Best Publishing Platform Innovation.

## **Breadth and Depth of Coverage**

The Times is noted for its comprehensive coverage, including in-depth reporting on a wide variety of areas including local, national and international news; business; culture; science; sports; and education.

### **New York Region**

The New York Times has a large staff of Metro reporters and editors dedicated to in-depth coverage of local and state government, politics, schools, transportation and legal issues. To demonstrate The Times's commitment to covering New York, even the national edition of the newspaper includes 14 columns of New York news every day. Online, **City Room**, one of the most popular blogs on NYTimes.com, offers readers up-to-the-minute news and information for the New York metropolitan area.

On Sundays, The Times prints **Metropolitan**, a section dedicated to providing unmatched local coverage of the New York metropolitan area with narrative profiles, reported essays and innovative storytelling about New York and its suburbs. Metropolitan also includes four pages of restaurant, art and theater reviews, and local cultural listings geared individually to New Jersey, Connecticut, Westchester and Long Island readers.

In March 2010, the Metro section created a full-time beat covering New York's independent schools.

In 2009, The Times launched **The Local**, two hyperlocal community news and information sites serving Clinton Hill and Fort Greene in Brooklyn, N.Y., in collaboration with the City University of New York Graduate School of Journalism, and Maplewood, Millburn and South Orange, N.J., working closely with a local journalist and residents who contribute to the site. In March 2010, NYTimes.com launched a third Local community news and information site covering the East Village of New York City, in collaboration with New York University's Arthur L. Carter Journalism Institute.

In 2009, The Times won the Pulitzer Prize for breaking news reporting, for "swift and sweeping coverage of a sex scandal that resulted in the resignation of Gov. Eliot Spitzer, breaking the story on NYTimes.com and then developing it with authoritative, rapid-fire reports."

### **Business**

The Times's **Business** coverage continues to grow with new sections dedicated to personal finance, the economy, energy & the environment, and small business. Since 2001, **DealBook**, The Times's online daily financial report focused on mergers & acquisitions, finance and investment banking, has provided quality breaking news and informed commentary on deals as they are being made.

In 2010, The Times was the recipient of 13 awards from the Society of American Business Editors and Writers (SABEW), including the "General Excellence" category for both the business section overall and for the Web business report on NYTimes.com. Additionally, The Times received three 2009 Gerald Loeb Awards for business reporting, and Business editor Lawrence Ingrassia also won the Lawrence Minard Editor Award for best business and financial editor of the year.

## **National Coverage**

With 11 bureaus across the United States, The Times continues to offer comprehensive coverage of national issues, including the health care debate, the economy, and state and national elections.

In Chicago and the San Francisco Bay Area, The Times has expanded its coverage with added pages of local content specific to those areas on Fridays and Sundays. The new pages, reported in cooperation with local news consortiums, complement the national and global coverage that long has made The Times a popular news provider in those regions.

## **International News**

With 26 foreign bureaus, The Times maintains a strong commitment to providing its readers with news from around the world. The Times is one of the few American media outlets that has maintained a continuing presence in Iraq.

In 2009, The Times won a Pulitzer Prize for international reporting, for “the masterful, groundbreaking coverage by its correspondents and photographers of America’s deepening military and political challenges in Afghanistan and Pakistan, reporting frequently done under perilous conditions.” In addition, David Rohde won the 2009 George Polk Award for his riveting series, “Held by the Taliban,” recounting his seven months of captivity at the hands of the Taliban.

## **Editorials and Opinion**

The editorial department, consisting of the editorial board, the columnists and the Op-Ed and Letters departments, is completely separate from the news operations. The editorial page editor answers directly to The Times’s publisher.

The editorial board holds regular meetings to discuss current issues. The editorials are written by the individual board members in consultation with their colleagues and editors. The editorial board is composed of 16 journalists with wide-ranging areas of expertise. It consists of five women and eleven men, including several former foreign correspondents, a former Times science editor, two lawyers, two Pulitzer Prize winners and a member of the Council on Foreign Relations.

One of the most intensely read parts of the paper is the Op-Ed page. In September 21, 1970, The Times became the first newspaper to run opinion pieces by outside writers, placing them on the page opposite the newspaper’s editorials – space previously reserved for obituaries. The name “Op-Ed” is derived from “opposite the editorial page.” Besides outside contributors, the Op-Ed pages feature. The Times’s own team of columnists appears on the following schedule:

- Sunday – Maureen Dowd, Thomas Friedman, Nicholas Kristof, Frank Rich
- Monday – Paul Krugman, Ross Douthat
- Tuesday – David Brooks, Roger Cohen, Bob Herbert
- Wednesday – Maureen Dowd, Thomas Friedman
- Thursday – Gail Collins, Nicholas Kristof
- Friday – David Brooks, Roger Cohen, Paul Krugman
- Saturday – Charles Blow, Gail Collins, Bob Herbert

### **And Did You Know. . .**

- The book that enjoyed the longest run on the New York Times best-seller list (more than 13 years) was “The Road Less Traveled” by M. Scott Peck.
- The New York Times moved to Long Acre Square at 42<sup>nd</sup> Street and Broadway on January 1, 1905, and shortly afterward the crossroads’ name was changed to Times Square. In 2007, The Times moved to its current headquarters, an award-winning, environmentally sustainable building designed by Renzo Piano. The building is located in the southwest corner of Times Square on 8<sup>th</sup> Avenue between 40<sup>th</sup> and 41<sup>st</sup> Streets.
- In 1922, New York Times managing editor Carr Van Anda found a mistake in the interpretation of the hieroglyphics on King Tut’s tomb.
- On Feb. 15, 1942, the first Sunday Times crossword puzzle was published.
- Color was introduced into the newspaper on Oct. 16, 1997.
- In September 2002, The New York Times began publishing announcements of same-sex commitment celebrations in its Sunday Styles section. This decision was a turning point, and within two years over 500 newspapers around the country had begun printing stories about same-sex marriages.
- In 2002, The Times received an unprecedented seven Pulitzers.
- The day after the 2008 election of President Barack Obama, The New York Times was sold out on newsstands around New York City. The Times went back on press twice, selling 350,000 additional copies of the newspaper to satisfy our readers, who had lined up down the block at The Times headquarters after newsstands all over New York City had sold out.
- The Times sells 5%-7% more newspapers on the Monday after the New York City Marathon.

### ***The New York Times Core Purpose***

*Enhance society by creating, collecting and distributing high-quality news, information and entertainment.*