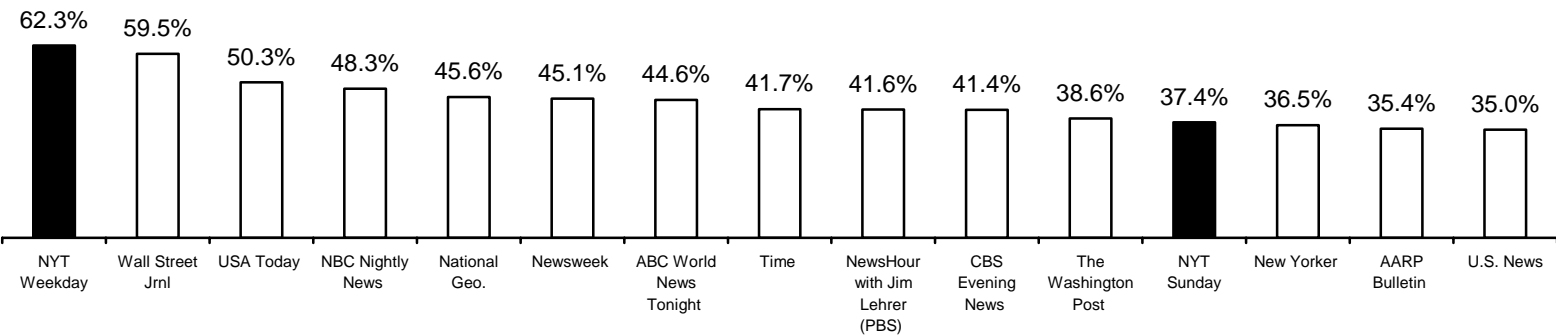


The New York Times:
At the Top in the 2006-2007 U.S. Opinion Leaders Study

Among 138 Print and Broadcast Media measured in the U.S. Opinion Leaders Study, the New York Times ranks #1 in Overall Reach, Reach of Regular Readers and Reach of Readers rating the publication “Influential,” “Objective,” and “Credible.”

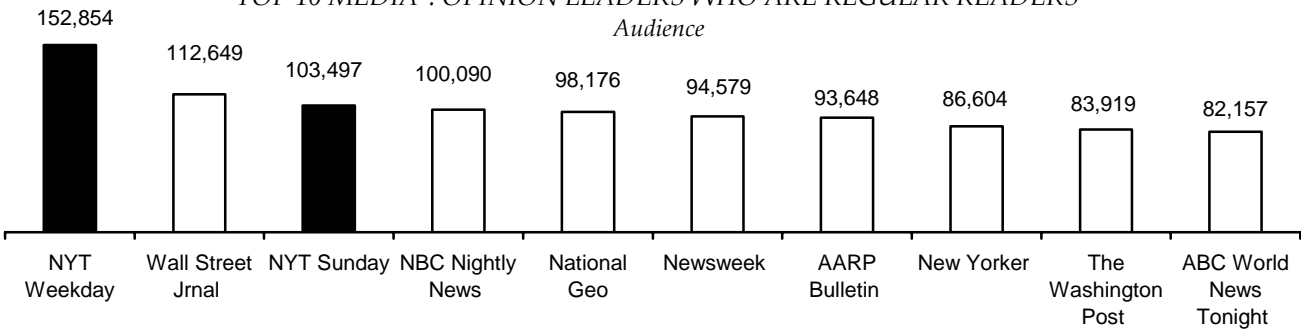
#1 in REACH: The Weekday Times ranks #1 in reach, delivering over 60% of Opinion Leaders. The Sunday Times ranks among the top 15 for all media; among print media, it ranks #8.

TOP 15 MEDIA*: PERCENT REACH OF U.S. OPINION LEADERS



HIGH READER LOYALTY: Both the Sunday and Weekday Times rank among the top 10 media* in reaching Opinion Leaders who are regular readers or viewers. (regular readers defined as reading/viewing 3 or 4 out of 4 issues published or TV programs aired.)

TOP 10 MEDIA*: OPINION LEADERS WHO ARE REGULAR READERS
Audience



STRONG READER EVALUATION: Both the Sunday and Weekday Times rank among the top media* in reaching Opinion Leaders who consider the newspaper to be “influential,” “credible,” and “objective.”

	NYT Weekday		NYT Sunday	
	Aud(u)	Rank	Aud(u)	Rank
"Influential"	214,421	1	124,839	4
"Credible"	176,360	1	106,782	5
"Objective"	131,714	1	87,100	5

*rank based on 138 measured print, cable, and broadcast media.