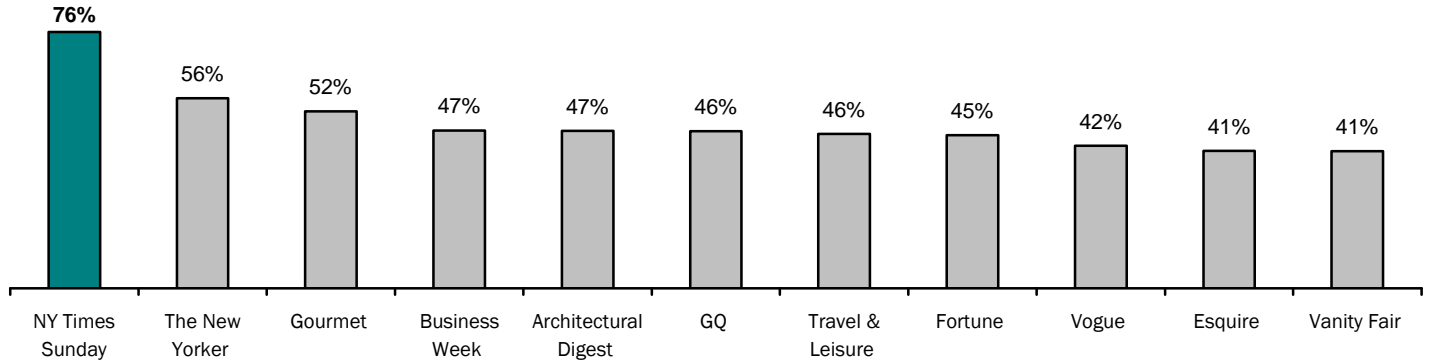


## NY Times Sunday: The Readers' Choice

Source: MRI Spring 2009

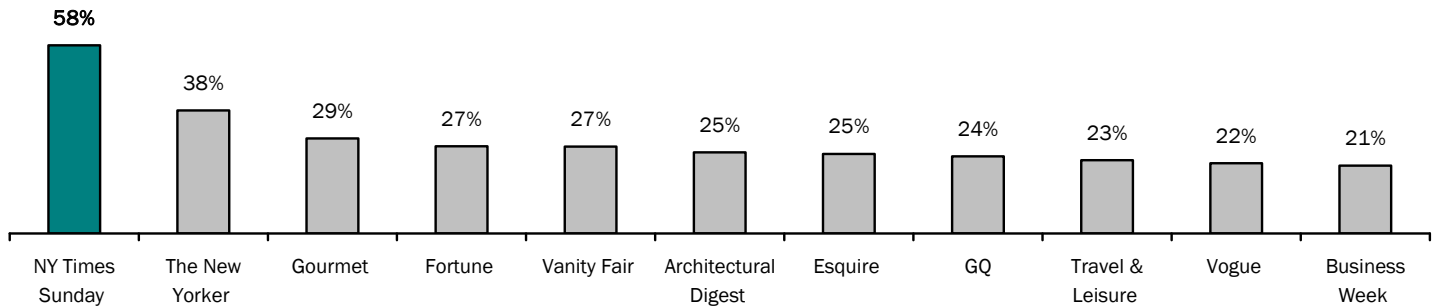
NY Times Sunday: #1 in Key Qualitative Measures Versus Nine Leading Lifestyle and Business Titles

### NYT Sunday: #1 in Percent of Regular Readers



### NYT Sunday: #1 in Percentage of Readers Who Spend Nearly an Hour with an Issue

% Who Read 46+ Minutes



### NYT Sunday: #1 in Percentage of Readers Who Rank it as a Favorite

