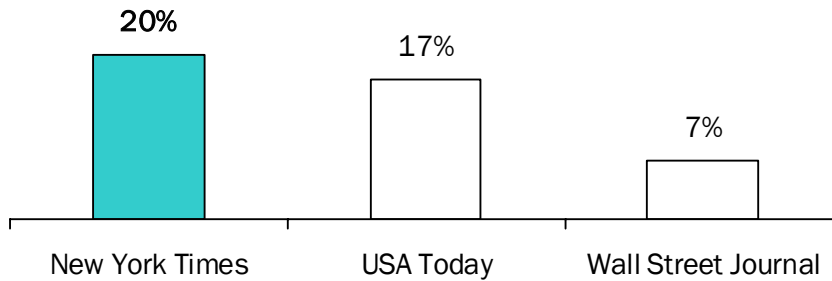


The New York Times
The #1 Print or Digital National Newspaper Among U.S. College Students
Full-Time Undergraduates Enrolled in Four-Year Colleges & Universities

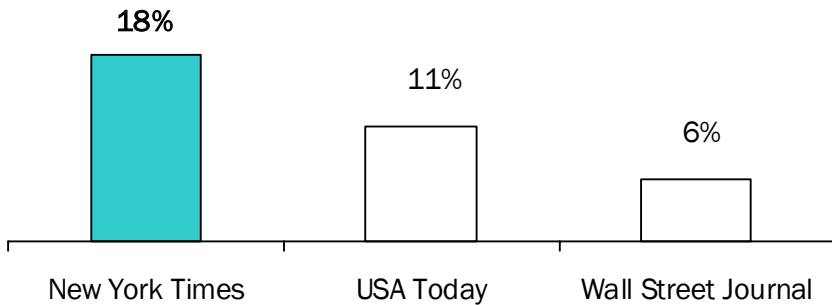
NY Times Newspaper: #1 Reaching One in Five Students

% Reach in a Typical Week



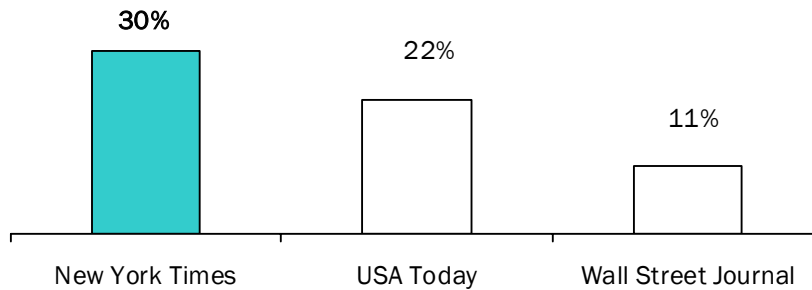
NYTimes.com: #1 Reaching 18% of Students

% Reach in a Typical Week



NY Times Print or Digital: #1 Reaching 3 in 10 Students

% Reach in a Typical Week



Source: Student Monitor Spring 2008 Lifestyle & Media Study
On-campus one-on-one interviews conducted among 1,200 full-time students enrolled in 100 four-year colleges and universities throughout the U.S.; campuses are selected to be representative of the total universe of more than 6.0 million full-time undergraduate students. Spring 2008 fieldwork was conducted the week of March 19, 2008.