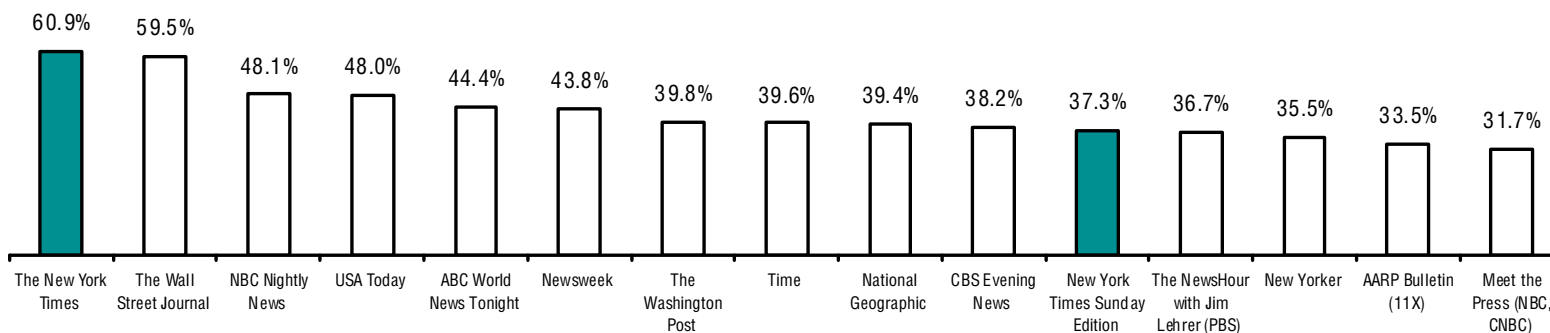


THE NEW YORK TIMES: AT THE TOP IN THE 2008-2009 U.S. OPINION LEADERS STUDY

Among 129 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 Opinion Leaders rating the publication "Influential," "Objective," "Credible," and "Enjoyable".

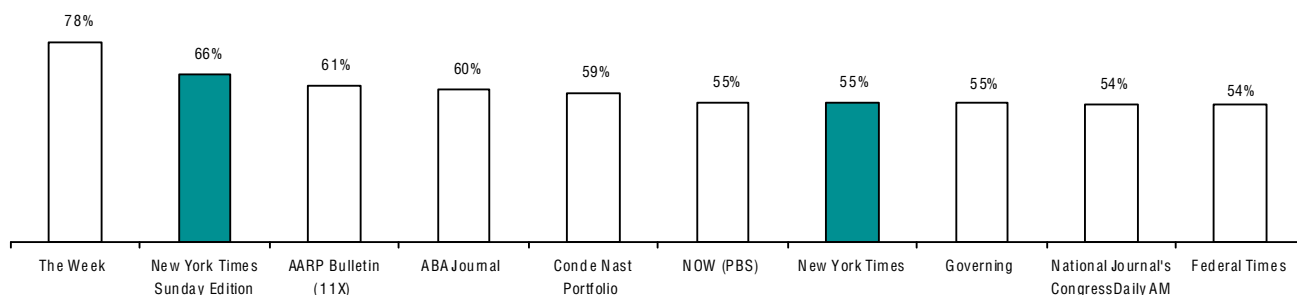
#1 in REACH: The Weekday Times ranks #1 in reach, delivering over 61% of Opinion Leaders. The Sunday Times ranks among the top 15 for all media; among print media, it ranks #8.

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 having the largest percentage of 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 Ranked by Percentage of Regular* Readers



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," and "enjoyable".

	NYT Weekday		NYT Sunday	
	Aud(u)	Rank	Aud(u)	Rank
Influential	239,817	1	145,397	3
Objective	145,731	2	92,316	6
Credible	206,041	1	125,412	5
Enjoyable	177,687	1	137,742	5

*rank based on 129 measured print, cable, and broadcast media.