

2015

Business, Travel, Technology, Advocacy,
Fine Arts, Education, Real Estate
Dollar Version \$

International Rates and Information



The New York Times

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The New York Times



The New York Times is a leading global news source for opinion leaders and decision makers around the world. It is the U.S.'s only 7-day quality daily and provides news coverage of exceptional depth and breadth, as well as Opinion that is thoughtful and stimulating. Widely quoted, and often hotly debated, The New York Times is held by its readers to the highest of standards. With dedicated newsrooms in New York, Paris, London and Hong Kong, the newspaper is for sale in over 130 countries and distributed on over 110 airlines around the world.



General Information/Circulation

Contents and Distribution

	U.S.	EMEA	Asia
News	Daily	Daily	Daily
Business	Mon-Sat	Mon-Fri	Mon-Fri
Sunday Business	Sun	NA	NA
Dealbook	Daily	Tues-Fri	Tues-Fri
Opinion	Daily	Daily	Daily
The Arts/Culture	Mon-Thu	Mon-Fri	Mon-Fri
Weekend Arts	Fri	Sat/Sun	Sat/Sun
Art & Leisure	Sun	NA	NA
Sports	Daily	Daily	Daily
Style	Thu & Sun	Tues	Tues
Science	Tues	Wed	Thu
Dining	Wed	NA	NA
Travel	Sun	Sat/Sun	Sat/Sun
Business Travel	Tues	NA	NA
International Traveler	NA	Mon-Fri	Mon-Fri
Education	NA	Daily	Daily

Circulation

	Global	U.S.	EMEA	Asia
Weekdays	880,796	660,324	122,163	98,309
Sundays	NA	1,182,772	NA	NA

Sources: September 2014 AAM, OJD 2013

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The New York Times

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Business

Unit	Depth	Width	Color	U.S.	EMEA	Asia	Int'l (Ex-U.S.)	Global
Full Page	21"	6 cols	4C	214,733	80,000	40,000	100,000	289,762
			BW	178,633	65,600	34,800	80,000	246,562
Large Junior	17½"	5 cols	4C	157,454	64,400	32,200	80,500	210,701
			BW	121,354	52,800	28,000	64,400	167,501
Half Page	10½"	6 cols	4C	133,183	48,000	24,000	60,000	177,201
			BW	97,083	39,400	20,900	48,000	134,001
Small Junior	14"	4 cols	4C	111,596	44,700	22,300	55,800	149,312
			BW	86,296	36,600	19,400	44,700	119,112
Strip	7½"	6 cols	4C	90,022	37,300	18,600	46,600	119,534
			BW	64,722	30,600	16,200	37,300	89,334
Quarter Page	10½"	3 cols	4C	73,842	27,000	13,500	33,800	97,201
			BW	48,542	22,200	11,700	27,000	67,001

Column Widths

No of cols.	inches
1	2 ½
2	4 ¾
3	6 ¾
4	8 ¾
5	11
6	13 ¾

The New York Times

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Travel

Transportation, Foreign Government Tourism, Travel Agents, Tour Operators

Unit	Depth	Width	Color	U.S.	EMEA	Asia	Int'l (Ex-U.S.)	Global
Full Page	21"	6 cols	4C	165,235	80,000	40,000	100,000	240,264
			BW	129,135	65,600	34,800	80,000	197,064
Large Junior	17½"	5 cols	4C	123,828	64,400	32,200	80,500	177,075
			BW	87,728	52,800	28,000	64,400	133,875
Half Page	10½"	6 cols	4C	106,282	48,000	24,000	60,000	150,300
			BW	70,182	39,400	20,900	48,000	107,100
Small Junior	14"	4 cols	4C	87,684	44,700	22,300	55,800	125,400
			BW	62,384	36,600	19,400	44,700	95,200
Strip	7½"	6 cols	4C	72,088	37,300	18,600	46,600	101,600
			BW	46,788	30,600	16,200	37,300	71,400
Quarter Page	10½"	3 cols	4C	60,391	27,000	13,500	33,800	83,750
			BW	35,091	22,200	11,700	27,000	53,550

Column Widths

No of cols.	inches
1	2 ½
2	4 ¾
3	6 ¾
4	8 ¾
5	11
6	13 ¾

The New York Times

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Travel**Resorts, Hotels**

Unit	Depth	Width	Color	U.S.	EMEA	Asia	Int'l (Ex-U.S.)	Global
Full Page	21"	6 cols	4C	140,196	80,000	40,000	100,000	215,225
			BW	104,096	65,600	34,800	80,000	172,025
Large Junior	17½"	5 cols	4C	116,898	64,400	32,200	80,500	170,145
			BW	80,798	52,800	28,000	64,400	126,945
Half Page	10½"	6 cols	4C	100,738	48,000	24,000	60,000	144,756
			BW	64,638	39,400	20,900	48,000	101,556
Small Junior	14"	4 cols	4C	82,756	44,700	22,300	55,800	120,472
			BW	57,456	36,600	19,400	44,700	90,272
Strip	7½"	6 cols	4C	68,392	37,300	18,600	46,600	97,904
			BW	43,092	30,600	16,200	37,300	67,704
Quarter Page	10½"	3 cols	4C	57,619	27,000	13,500	33,800	80,978
			BW	32,319	22,200	11,700	27,000	50,778

Column Widths

No of cols.	inches
1	2 ½ ₆
2	4 ¾ ₆
3	6 ¾ ₆
4	8 ¾
5	11
6	13 ¾

The New York Times

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Technology

Unit	Depth	Width	Color	U.S.	EMEA	Asia	Int'l (Ex-U.S.)	Global
Full Page	21"	6 cols	4C	190,390	80,000	40,000	100,000	265,419
			BW	154,290	65,600	34,800	80,000	222,219
Large Junior	17½"	5 cols	4C	140,916	64,400	32,200	80,500	194,164
			BW	104,816	52,800	28,000	64,400	150,964
Half Page	10½"	6 cols	4C	119,953	48,000	24,000	60,000	163,971
			BW	83,853	39,400	20,900	48,000	120,771
Small Junior	14"	4 cols	4C	99,836	44,700	22,300	55,800	137,552
			BW	74,536	36,600	19,400	44,700	107,352
Strip	7½"	6 cols	4C	81,202	37,300	18,600	46,600	110,714
			BW	55,902	30,600	16,200	37,300	80,514
Quarter Page	10½"	3 cols	4C	67,227	27,000	13,500	33,800	90,586
			BW	41,927	22,200	11,700	27,000	60,386

Column Widths

No of cols.	inches
1	2 ⅙
2	4 ⅙
3	6 ⅙
4	8 ⅙
5	11
6	13 ⅙

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The New York Times

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Advocacy

Unit	Depth	Width	Color	U.S.	EMEA	Asia	Int'l (Ex-U.S.)	Global
Full Page	21"	6 cols	4C	175,204	80,000	40,000	100,000	250,233
			BW	139,104	65,600	34,800	80,000	207,033
Large Junior	17½"	5 cols	4C	130,600	64,400	32,200	80,500	183,848
			BW	94,500	52,800	28,000	64,400	140,648
Half Page	10½"	6 cols	4C	111,700	48,000	24,000	60,000	155,718
			BW	75,600	39,400	20,900	48,000	112,518
Small Junior	14"	4 cols	4C	92,500	44,700	22,300	55,800	130,216
			BW	67,200	36,600	19,400	44,700	100,016
Strip	7½"	6 cols	4C	75,700	37,300	18,600	46,600	105,212
			BW	50,400	30,600	16,200	37,300	75,012
Quarter Page	10½"	3 cols	4C	63,100	27,000	13,500	33,800	86,459
			BW	37,800	22,200	11,700	27,000	56,259

Column Widths

No of cols.	inches
1	2 ½
2	4 ¾
3	6 ¾
4	8 ¾
5	11
6	13 ¼

The New York Times

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Fine Arts

Unit	Depth	Width	Color	U.S.	EMEA	Asia	Int'l (Ex-U.S.)	Global
Full Page	21"	6 cols	4C	107,970	67,800	33,700	84,700	140,341
			BW	71,870	49,600	25,900	67,400	97,141
Large Junior	17½"	5 cols	4C	93,351	47,400	23,600	59,300	117,619
			BW	57,251	34,700	18,100	47,100	74,419
Half Page	10½"	6 cols	4C	81,901	33,900	16,900	42,400	102,735
			BW	45,801	24,800	13,000	33,700	59,535
Small Junior	14"	4 cols	4C	66,012	30,300	15,100	37,800	83,120
			BW	40,712	22,200	11,600	30,100	52,920
Strip	7½"	6 cols	4C	55,834	24,300	12,100	30,400	69,890
			BW	30,534	17,800	9,300	24,200	39,690
Quarter Page	10½"	3 cols	4C	48,201	16,900	8,400	21,200	59,968
			BW	22,901	12,400	6,500	16,800	29,768

Column Widths

No of cols.	inches
1	2 ½ ₆
2	4 ¾ ₆
3	6 ¾ ₆
4	8 ¾ ₄
5	11
6	13 ¾ ₄

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The New York Times

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Education

Unit	Depth	Width	Color	U.S.	EMEA	Asia	Int'l (Ex-U.S.)	Global
Full Page	21"	6 cols	4C	114,346	60,500	30,100	75,700	149,383
			BW	73,146	49,600	25,900	67,400	98,416
Large Junior	17½"	5 cols	4C	96,168	42,300	21,100	52,900	115,335
			BW	54,968	34,700	18,100	47,100	72,135
Half Page	10½"	6 cols	4C	85,174	30,300	15,100	37,800	100,908
			BW	43,974	24,800	13,000	33,700	57,708
Small Junior	14"	4 cols	4C	67,988	27,000	13,500	33,800	81,496
			BW	39,088	22,200	11,600	30,100	51,296
Strip	7½"	6 cols	4C	58,216	21,700	10,800	27,100	68,672
			BW	29,316	17,800	9,300	24,200	38,472
Quarter Page	10½"	3 cols	4C	50,887	15,100	7,500	18,900	59,054
			BW	21,987	12,400	6,500	16,800	28,854

Column Widths

No of cols.	inches
1	2 ½
2	4 ¾
3	6 ¾
4	8 ¾
5	11
6	13 ¼

The New York Times

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Real Estate

Unit	Depth	Width	Color	U.S.	EMEA	Asia	Int'l (Ex-U.S.)	Global
Full Page	21"	6 cols	4C	121,997	60,500	30,100	75,700	154,367
			BW	85,897	49,600	25,900	67,400	111,167
Large Junior	17½"	5 cols	4C	103,431	48,700	24,300	60,900	127,699
			BW	67,331	39,900	20,900	54,200	84,499
Half Page	10½"	6 cols	4C	89,965	36,300	18,100	45,400	110,799
			BW	53,865	29,800	15,600	40,400	67,599
Small Junior	14"	4 cols	4C	73,180	33,800	16,800	42,200	90,288
			BW	47,880	27,700	14,500	37,600	60,088
Strip	7½"	6 cols	4C	61,210	28,200	14,000	35,300	75,266
			BW	35,910	23,100	12,100	31,400	45,066
Quarter Page	10½"	3 cols	4C	52,233	20,400	10,200	25,500	64,000
			BW	26,933	16,700	8,700	22,700	33,800

Column Widths

No of cols.	inches
1	2 ⅙
2	4 ⅙
3	6 ⅙
4	8 ⅙
5	11
6	13 ⅙

The New York Times



Special Positions

Special positions offer advertisers impact and stand out. For information on the full range of opportunities available, contact us today.



Special Editorial Reports

The International New York Times' Special Editorial Reports program takes an in-depth look at major economic, business, technological, sporting and cultural trends around the world, offering advertisers a unique, targeted editorial environment. For a full range of opportunities available, contact us today.



Aviation



A Cut Above



Global Trends

Special Reports Series Available

- Sport Previews (Golf, Tennis, Formula 1, Horse Racing)
- A Cut Above (Watches, Jewelry, Travel, Craftsmanship, Luxury Gifts)
- The Art of Collecting
- Fashion Collections
- Energy for Tomorrow
- Bits
- Film Festivals
- Global Trends
- Wealth

Rates

Special Editorial Rates Category rate +20%

The New York Times

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Targeted Distribution Solutions

The New York Times offers a wide range of highly visible, cost-effective solutions to deliver maximum impact for your brands or products with your target audience.



Wraparound



Envelope



Folder



Belly Band



Sticker

Distribution

- Conferences
- Client mailings
- Trade shows
- Sporting events
- Cruise ships
- Hotels
- Company receptions
- Airlines/airline lounges
- Associations
- Taxis, limousines, car rentals

Rates

Unit	EMEA	Asia	U.S.
Envelope	16.25	13.00	Contact us
Wraparound	11.70	8.19	
Folder	15.60	12.50	
Belly Band	5.85	5.00	
Horizontal Sticker	5.85	4.80	

Minimum quantities applicable. Variations of above formats available.

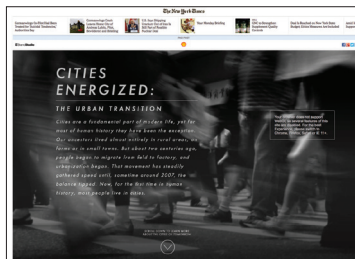
The New York Times



Content Studio

Our deep understanding of our audience and brand can be harnesssed to develop bespoke, innovative multi-platform solutions to help you meet your communications goals.

Depending on the scope of the solution provided, production costs will reflect the work of our dedicated team. This can include commissioning of articles, photos, design, layout, revisions, video production, etc. Production costs will be invoiced to the client.



The New York Times

INTERNATIONAL WEEKLY

\$

The International Weekly represents the best writing, photography and graphics of The New York Times, including pages devoted to business, science, arts and international news, and is distributed in 33 papers across the U.S., Europe, Latin America, Asia and Africa, reaching more than 6 million readers each week.



EMEA	Title	Publication Day	Circulation	Rate Group
Austria	Der Standard	Monday	85,088	C
Germany	Süddeutsche Zeitung	Friday	419,000	D
Italy	La Repubblica	Monday	330,000	D
Nigeria	New Telegraph	Monday	36,000	A
Spain	El Pais	Thursday	365,117	D
UK	The Observer	Sunday	253,000	D
Asia	Title	Publication Day	Circulation	Rate Group
Philippines	Manila Bulletin	Monday	375,000	D
Singapore	MediaCorp Press, Weekend Today	Saturday	300,000	D
Taiwan	United Daily News	Tuesday	500,000	D
Latin America	Title	Publication Day	Circulation	Rate Group
Argentina	Clarín	Saturday	250,000	D
Bolivia	La Razon	Saturday	42,000	B
Brazil (BA)	A Tarde	Monday	47,000	B
Brazil (CE)	O Povo	Monday	29,000	A
Brazil (PR)	Gazeta do Povo	Monday	41,837	B
Brazil (SP, RJ, DF)	Folha de São Paulo	Saturday	205,000	D
Chile	La Segunda	Saturday	40,000	B
Colombia	El Espectador	Tuesday	80,000	B
Dominican Republic	Listin Diario	Sunday	91,200	B
Guatemala	Prensa Libre	Sunday	135,000	C
Mexico	El Diario de Juarez	Monday	15,000	A
Mexico	El Diario de el Paso	Monday	7,000	A
Mexico	Novedades	Monday	32,000	A
Mexico (Cancun)	Diario de Yucatan	Friday	8,000	A
Mexico (Guadalajara)	Mural	Sunday	21,188	A
Mexico (Mexico City)	Reforma	Saturday	74,725	B
Mexico (Monterrey)	El Norte	Saturday	56,797	B
Mexico (Puebla)	Sintesis	Monday	33,422	A
Mexico (Sonora)	Expreso	Sunday	35,000	A
Nicaragua	El Nuevo Diario	Monday	40,042	B
Peru	Correo	Monday	55,000	B
North America	Title	Publication Day	Circulation	Rate Group
Canada	Hamilton spectactor	Saturday	16,000	A
Canada	Toronto Star	Sunday	85,000	B
U.S.	Korea Times	Varies	77,300	B

Rates

	Full page	1/2 Page	1/4 page	Front page
Group A	10,000	6,000	3,400	3,300
Group B	15,000	9,000	5,100	4,900
Group C	30,000	18,000	10,100	9,800
Group D	45,000	27,000	15,200	14,600

Discounts

Spend	Discount
300,000	5%
500,000	10%
1,000,000	15%

The New York Times Magazine

\$

Each Sunday, The New York Times Magazine sets the tone for informed debate and thoughtful discussion around the U.S. Reaching more than 23 million highly educated readers nationwide, in print and online, The Magazine explores the ideas, issues and personalities defining our world: in politics, global issues, finance, culture, fashion, design and more.



General Information/Circulation

	Circulation
Sundays	1,182,772

Source: September 2014 AAM

Note: The New York Times Magazine is distributed only in the U.S.

Color Rates

Unit	Rate
Full Page	107,075
2/3 Page	78,145
Half Page	71,520
Facing Half Page	137,370
Fireplace	117,785
1/3 Page Horizontal	58,905
1/3 Page Vertical	49,447
Square Third	47,395

T THE NEW YORK TIMES STYLE MAGAZINE – INTERNATIONAL EDITION

\$

T Magazine illuminates the many facets of style with incisive commentary and artistic vision. Each issue delves beneath the surface of our readers' passions – fashion, beauty, design, living and travel – to uncover the ideas and innovations that are transforming global culture.



T: The New York Times Style Magazine is published 15 times a year and the International edition is published 8 times a year.

T: International Edition

General Information/Circulation

Global	U.S.	EMEA & Asia
1,275,272	1,182,772	192,500

Color Rates

Unit	Position	Global	U.S.	EMEA & Asia
Single Page	ROM	117,075	107,075	25,000
Spread	ROM	225,585	205,585	49,000
Cover	Inside Front	NA	240,534	67,000
Spread	Second	NA	NA	62,000
Spread	Before Table of Contents	NA	NA	59,000
Single Page	Facing ToC/ Contributors/Editorial	NA	NA	33,000
Single Page	Section Opener	NA	NA	29,000
Cover	Inside Back	127,783	117,783	25,000
Cover	Outside back	NA	125,278	55,000
Four Page Gatefold		418,605	368,605	112,000

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nytimes.com

\$

With nearly 40 million unique visitors each month, NYTimes.com is the #1 individual newspaper site in the world.

NYTimes.com is a leader in developing innovative, result-driven advertising programs. From building a consistent voice throughout a user's session to creating a unique customized program specific to your needs, NYTimes.com creates programs that build brand awareness, generate leads and increase recall.



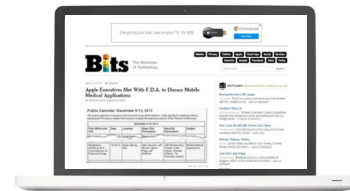
Advertising Opportunities

Home Page



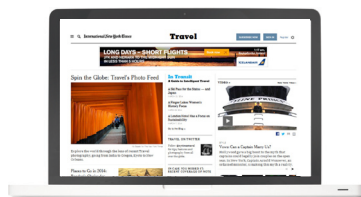
With millions of unique visitors from all continents every day, the home page provides the perfect environment for top visibility advertising campaigns. The home page position offers advertiser a wide range of creative ad units allowing timed messaging as well as geo targeting. One advertiser can dominate the major ad units on the home page of NYTimes.com for 24 hours with a high-impact execution that reaches a very large audience.

Bits



The New York Times Bits section has been designed to engage the B2B audience, offering news and analysis on the technology industry throughout the day, featuring posts that illustrate the business impact of enterprise-wide technology implementations. Bits readers are C-level executives, IT and Tech Business Decision Makers and Technology influencers.

Section Fronts



Section Fronts allow advertisers to contextualize their campaigns within highly relevant editorial environments. From Business to Opinion, Travel, Technology and many more, section fronts provide highly visible advertising placements on the gateways to nytimes.com wealth of contextual content.

Dealbook



Edited by Andrew Ross Sorkin, a leading voice about Wall Street and corporate America, and chief mergers and acquisitions reporter at The New York Times, DealBook is a must read for industry leaders in finance, banking, brokerage, legal and real estate.

Visit nytimes.com/dealbook

For more information on the full range of opportunities available, contact us today.

nytimes.com



Mobile

Get instant updates on our mobile site (m.nytimes.com), which is designed for display, smartphones and other handheld devices. In addition, our mobile apps for the iPhone, iPad and Android provide device-specific views of the news.

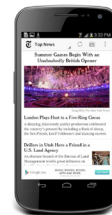
m.nytimes.com

With more than 100 million uniques, m.nytimes.com is the reference news site accessible to the largest numbers of on the go users for quick and easy access to breaking news stories. Advertising campaigns on this platform can be section and geotargeted.



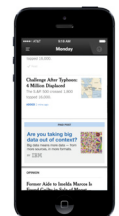
Android

With over half a million uniques, android allows advertisers to reach users of the most widespread mobile operating system. Available on smartphones and tablets, android is the reference operating system accessible to the largest numbers of on the go users for quick and easy access to breaking news stories. Advertising campaigns on this platform can be section and geo targeted.



nytnow

Launched in April 2014, NYTNOW promises to offer a subset of the Times' content to a mobile-focused audience that gets its news on the go. Engage this new audience with your branded content as it interacts with the NYTNOW mobile app.



Tablet

Windows 8 App – opportunity

With the largest growth of tablet sales over the past year, Microsoft offers a unique experience. Take advantage of a presence on the native Bing Daily app and the original NYT app with our largest ad formats : Fullpage Interstitials and Halfpages.

This platform offers an engaging experience to a hard to reach business oriented audience on the run during working hours.



For more information on the full range of opportunities available, contact us today.

Technical specifications

International New York Times



Electronic submission of B&W or 4C advertising materials is required. Spot color is not accepted. For 4C, a B&W version of the ad should be included.

Digital Format

Platform supported: Macintosh preferred. File format: Only PDF 1.4.

For PDF settings see page 22.

Electronic movable medium
CD-Rom / DVD

FTP

For file compression, only ZIP format is accepted.

Working procedures: Place the xxx.zip file only in the LABO folder on our FTP, in binary mode.

For INYT FTP site addresses, please contact your local office.

Email
nauthier@nytimes.com

Maximum file size: 10Mb

Software
QuarkXpress 6.5
Adobe Illustrator CS3
Photoshop CS3
InDesign CS3
Acrobat 8

For further technical information call
+33 1 41 43 93 90.

Specifications

Images
B&W at no less than 200dpi.
Color at no less than 240dpi
and line art at 1200dpi.

Colour images must be saved
as composite process CMYK.

Fonts

Provide Postscript Type 1
screen and printer fonts.
Neither Multi Master fonts
nor ATM True Type fonts are
supported.

Maximum tone density color
Use ICC profile named
'ISOnewspaper26v4.icc'

See page 22 for settings.

Total ink coverage should not
exceed 240% in the darkest
4C area.

For Black & White only
Use ICC profile named
'ISOnewspaper26v4_gr.icc'

See page 22 for settings.

Areas larger than one square
inch, dot percentage should
not exceed 90%.

To obtain best results use
GCR and allow 26% dot gain
at the midtone when image
files are being prepared.

Type & Graphic

Color
Dropout (reverse) or 4C black
type should not be smaller
than 8pt. Color hairline should
be at least 2pt.

B&W

Dropout (reverse) type in a
black area should be at least
8pt. B&W hairline should be
at least 1pt.

To avoid fine type and serif,
text should be larger than
0.15mm

in thickness. Bold sans-serif
is recommended for reversed
type.

Other specifications for B&W
Highlight dot: minimum 5%
Shadow dot: maximum 90%
Heavier type will be screened
to 85% of black. Overprinted
type should be solid and
contrasted against a
background of no greater than
30% tone value of black.

Color proofs
Please provide 1 color proof.

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Email: nauthier@nytimes.com

Deadlines

Display
Order: 7 working days prior to
publication date.

Material (B&W, 4C): must
reach the INYT Paris Office
5 working days prior to
publication date.

For center spread double
page, 7 working days prior to
publication date.

Cancellation: B&W ROP
advertising: 4 working days
prior to publication date.

4C ROP advertising, Special
Editorial Reports & Advertising
Supplements:
10 working days prior to
publication date.

Column Widths

No of cols.	inches
1	2 ¹ / ₁₆
2	4 ³ / ₁₆
3	6 ⁵ / ₁₆
4	8 ⁷ / ₁₆
5	11
6	13 ¹ / ₁₆

Contacts

ROP/Display
Nicole Authier
+33 1 41 43 93 90
nauthier@nytimes.com

Special Reports &
Advertising Supplements
Paulette Minas
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pminas@nytimes.com

International Weeklies
Sihame Nassar
+33 1 41 43 93 84
snassar@nytimes.com



Technical specifications International New York Times

Adobe Distiller pdf Settings and icc Profiles

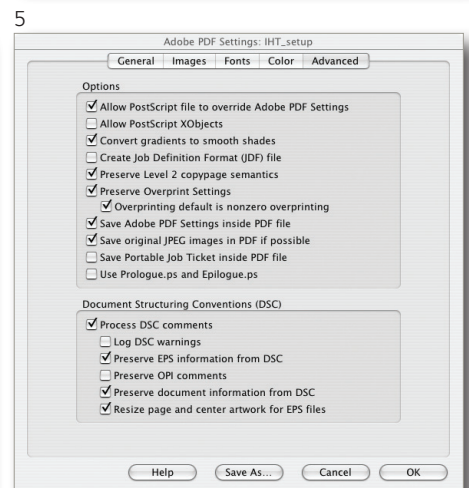
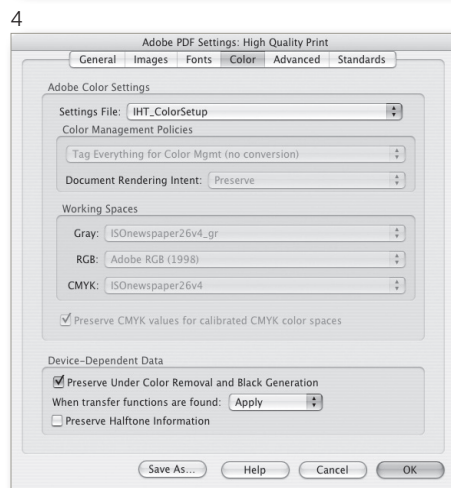
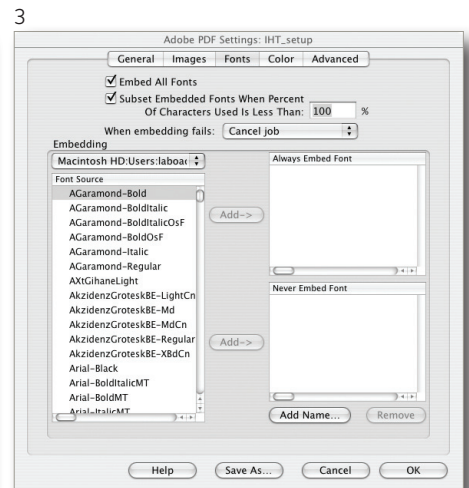
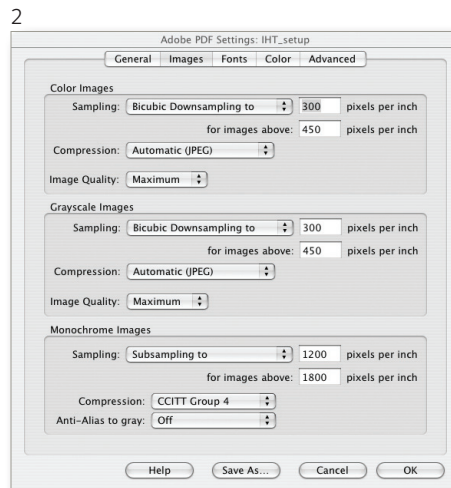
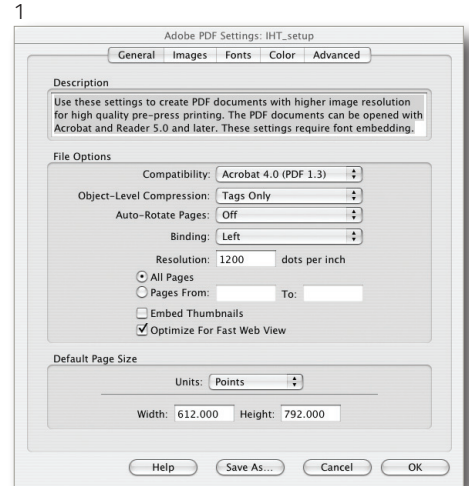
These are the specific Adobe Distiller settings required for all PDF ads submitted to the International New York Times. They should be loaded into Distiller before creating a PDF.

For color advertisements you can download the ICC profile settings at

<http://nytmmediakit-intl.com/media/71600/isonewspaper26v4.icc>

for B&W advertisements at

http://nytmmediakit-intl.com/media/71603/isonewspaper26v4_gr.icc



Technical specifications



T THE NEW YORK TIMES STYLE MAGAZINE – INTERNATIONAL EDITION

Technical Data

Data Formats

We require the following data formats for the print run: Single page postscript composite generated using Acrobat Distiller (NOT USING PDF Writer). Specifications for the composition of postscript or pdf files accessed at www.dinmedia.com. Unannounced data transmissions cannot be processed.

Printing Process or Body Copy

4/4 web offset; all specials colours must be based on scale colours.

Screening Cover

60 lines per cm/0.39"

Profile for cover: ISOcoated_V2_300_eci.icc

Screening Body Copy

54 lines per cm/0.39"

Profile for body: PSO_LWC_Improved

Paper Stock Body

Cover 150 Wood free MC

Inside pages: 65 grams LWC

Ink Coverage

Max 300%

Spot colour black

In case of multi-colour print, black should be laid out with 40% cyan background.

Trim

Text and picture elements should allow for a bleed clearance of at least 0.19" at the top and bottom and 0.39" at the sides (type area 8.15 x 10.47).

Data Delivery

FTP transmission preferable:

Server: [inytftp.inyt.com](ftp://inytftp.inyt.com)

Login: inytads

Password: inytadv

Folder: INYT T mag

All data media must be clearly marked with client's name, product, title and issue number. Please always specify a contact address. The right of complaint expires automatically if the data are not delivered on time or in the event of non-compliance with any of the points outlined above as well as in the case of data errors and color space differences.

Advertisement Unit Sizes

All advertisements and inserts must be provided as single pages. Proofs must supply Kodak approval or equivalent according to the specifications.

Full Page	Width	Height
Bleed	9.45	11.34
Trim	9.13	11.02

Double Page Spread	Width	Height
Bleed 2 x	9.45	11.34
Trim 2 x	9.13	11.02

Printed inserts can be provided by the client.

2 Page Insert	Width	Height
Bleed	9.45	11.34
Trim	9.13	11.02

(For bleed, add 0.11" all around. For spine, add 0.11").

6 Page Gatefold	Width	Height
Trim	8.66/8.94/9.13	11.02

(For bleed, add 0.11" all around. For spine, add 0.11"). Note: Include a 0.375" black strip down the right hand side of the page sitting under the cover. Paper weight 135-200gsm

8 Page Barndoor	Width	Height
Trim	8.66/8.94/8.94/8.66	11.02

(For bleed, add 0.11" all around). Paper weight 70-130gsm

Contacts

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Terms & Conditions

International New York Times



All rates in this document are subject to change at any time and without notice. Any litigation relative to advertising published in the International New York Times, or the foregoing regulations, shall be under the exclusive jurisdiction of the Courts of Paris, France.

Forwarding an order implies acceptance of the rates and conditions published in this rate card. Failure to make an order correspond with the prices or conditions published in this rate card will be regarded as a clerical error and publication will be made without further notification. The base rate carries no page or position guarantee. No insertion dates can be guaranteed. Any advertisement exceeding 460mm or 18 1/16 inches in depth will be billed for 530mm or 21 inches. Minimum space accepted: 25mm or 1 col. inch.

Reproduction material and typesetting ordered or required by advertisers will be charged to the advertiser. Material supplied by advertisers or agencies not claimed within 30 days following the date of insertions will be disposed of. Return of films or other material will be made only on receipt of a written request. Proofs are submitted only on the written request of the advertiser. If a proof is not returned in time for publication, it will be considered approved.

Unless otherwise agreed, all texts are published in English. Translations will be charged at cost.

The International New York Times declines all responsibility for its failure, for any cause, to insert an advertisement. Liability for errors in composition is limited to the cost of the space of the advertisement. Invoices unpaid within 60 days of billing date will be charged a monthly penalty of 1% or 1.5 times the French legal interest rate, whichever rate is higher. Claims for credits must be made within 8 days after date of billing. Claims concerning the reproduction quality will not be accepted when proofs are not supplied by the advertiser. In case of an INYT printing error involving an advertisement, the compensation is limited to the number and size of defective insertions.

Where advertisement copy is supplied late the International New York Times may still publish the advertisement, although the Buyer will be liable to pay in full for all impressions or space ordered if any under-delivery is due to such late supply.

The International New York Times shall not be bound by notice of stop orders, cancellation or transfers of advertisements booked for insertion in special or specified positions received less than 28 working days before the date of insertion or less than 4 working days before the date of insertion for advertisements in unspecified positions.

No contract is valid beyond 12 months from the date of first insertion. Space may not be bought by two or more advertisers in combination. If the full amount of space contracted for is not used within the contract year, the advertiser shall pay the higher rate based on the amount of space used.

Advertisers and agencies have checked and warrant that the advertisements do not violate any law or regulation applicable in any country where the newspaper circulates nor infringe any third party's right nor constitute a tort. Advertisers and agencies shall hold the International New York Times harmless of all resulting claims and consequences.

The International New York Times reserves the right to refuse any advertising and to cancel contracts, for any reason, at its sole discretion.

Volume Discounts

2 Pages	5%
5 Pages	10%
10 Pages	15%
15 Pages	18%
20 Pages	22%
40 Pages	25%
60 Pages	27%
75 Pages	30%
100 Pages	35%
150 Pages	40%
200 Pages	43%
250 Pages	47%

Regional Offices

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