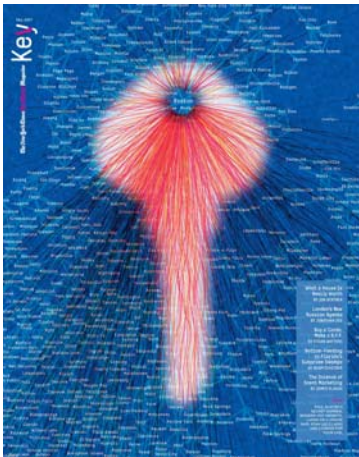


2008

KEY, The New York Times Real Estate Magazine – International Edition
October 5

KEY Magazine International Edition



DEADLINES

Issue Date	October 5
Res. Close	August 27
Mat. Close	September 4

DISTRIBUTION

NYT circulation – 1.5 million
IHT distribution - 104,000 in major markets in Europe and the Middle East
Real Estate Conferences
IHT Oil & Money Conference

FOR MORE INFORMATION

Contact your New York Times account manager or Lloyd Backus at (212) 556-8037 or backula@nytimes.com.

To view our online media kit, visit nytmediakit.com.



KEY Magazine Takes Advertisers Global With the New International Edition

Now advertisers can reach a whole new world by going global. In our new and expanded international edition of KEY magazine—your advertisement will extend beyond our national reach and *also* be distributed throughout Europe and the Middle East in the renowned International Herald Tribune.

No other real estate magazine in the world offers advertisers the national – and now international – environment that The New York Times can. Unrivaled in quality, journalism and reach, KEY Magazine promises to deliver your target audience at home *and* abroad.

Sophisticated, relevant and engaging, KEY Magazine showcases a new brand of real estate journalism. Featuring everything from the hottest markets and industry trends to home buying tips and developer profiles, KEY provides an especially powerful environment for advertisers, reaching one of the broadest, most dynamic readerships in the world—a new generation of discerning, affluent readers drawn to luxury and style.

REACH INFLUENTIAL, SOPHISTICATED AUDIENCE

When you advertise in KEY, you will reach nearly 5.9 million sophisticated New York Times readers* across the country, in print and online, including:

- 944,000 with an HHI of \$200K+
- 4.3 million who own a home
- 558,000 who own a vacation/weekend property, retirement home or investment property
- 904,000 who own a principal home valued at \$750K+
- 752,000 who plan to buy a new home/residence or second/vacation home in the next 12 months

And, with KEY in the International Herald Tribune, you will reach the following reader:

- Average HHI of \$286,743
- 41% who own 2+ residences
- 35% who are members of a private club
- 72% who have traveled internationally 3+ times in the past 12 months

*NYT - Based upon the readership of Sunday print edition and/or yesterday's online readers of NYTimes.com. Source: MRI Fall 2007. IHT- OJD 2006. IHT Reader Survey 2007.

DIGITAL PACKAGE

Section	Ad Unit	Flight Dates	CPM	Impressions	Investment
KEY Magazine 50% SOV	Synced Big Ad (336x280) and Leaderboard (768x90)	10/1 – 10/22	\$40.50	163,830	\$6,635.12
Leaderboards within Real Estate Section	Leaderboard (768x90)	10/1 – 10/22	\$28.00	84,460	\$2,364.89
TOTALS			\$36.25	248,290	\$9,000