

MARKET			
Basic Demography			
Total Adult Population	16,140,409	Median Age	45
Number of Households	7,725,080	Median Household Income	\$67,137
Data Used (pick one): DMA <input checked="" type="checkbox"/> MSA <input type="checkbox"/> NDM <input type="checkbox"/>			
Source Information			
Source(s) with Date(s)	Scarborough, NY Release 2 2006 (Data includes DMA plus Mercer County, NJ and New Haven County, CT)		

COVERAGE		
ABC Audit Info ¹	Sunday	Daily
Total Average Paid Circulation	1,623,697	1,086,798
Core Newspaper (Total)	1,619,408	1,079,842
Home Delivery and Mail (Total)	1,117,656	678,046
Single Copy Sales (Total)	429,091	282,361
Affiliated Publications (Total)	0	0
Coverage Maps (insert URL for detailed map and zoning information, including delivery areas)	Detailed maps for each zone are available through your Account Manager. Limited information can be found on page 8 of this document: http://www.nytimes.whsites.net/mediakit/docs/rate_card/Newspaper/FSI.pdf	
Audit Date (Month & Year)	September 2006	

Audience Demographics

Source: MRI
If Other, state source:

Source Date: Fall 2006

AUDIENCE COMPOSITION						
<i>Data based on average issue</i>	Sunday			Daily		
	Total Audience	Composition	Index (U.S. avg. = 100)	Total Audience	Composition	Index (U.S. avg. = 100)
Total Adult Readers	5,064,000	100.00%	100	4,531,000	100.00%	100
Men	2,721,000	53.70%	112	2,722,000	60.10%	125
Women	2,344,000	46.30%	89	1,808,000	39.90%	77
Age						
18 to 34	1,301,000	25.70%	83	1,430,000	31.60%	102
35 to 54	2,179,000	43.00%	110	1,858,000	41.00%	104
55+	1,584,000	31.30%	105	1,242,000	27.40%	92
Median	47		106	43		97

¹ The information and statistics contained in this document are intended to provide a general overview of our products, their market and their readers. While the data is correct overall, a sales representative should be contacted for further details and/or clarification.

<i>Data based on average issue</i>	Sunday			Daily		
	Total Audience	Composition	Index (U.S. avg. = 100)	Total Audience	Composition	Index (U.S. avg. = 100)
Education						
Any College+	4,572,000	90.30%	172	4,140,000	91.40%	175
College Graduate+	3,440,000	67.90%	270	3,232,000	71.30%	284
Post-graduate Degree	1,720,000	34.00%	416	1,508,000	33.30%	407
Occupation/Job Title						
Employed Full-Time	3,092,000	61.10%	115	2,971,000	65.60%	123
P/M Top Management/ C-Suite	644,000	12.70%	310	522,000	11.50%	281
Professional/Managerial	2,386,000	47.10%	205	2,338,000	51.60%	224
Business Decision Maker	1,665,000	32.90%	158	1,503,000	33.20%	160
Household Income						
< \$35k	593,000	11.70%	36	569,000	12.60%	39
\$35k – \$75k	1,306,000	25.80%	74	1,104,000	24.40%	70
> \$75k	3,165,000	62.50%	190	2,858,000	63.10%	192
Median	\$93,009		174	\$96,035		180
Home Ownership and Principal Home Values						
Home Owners	3,361,000	66.40%	96	2,837,000	62.60%	90
Value: \$100k – \$249k	496,000	9.80%	37	477,000	10.50%	39
Value: \$250k – \$499k	1,125,000	22.20%	124	954,000	21.10%	117
Value: > \$500k	1,606,000	31.70%	311	1,309,000	28.90%	284
Median Home Value	\$480,551		238	\$461,238		228
Own 2+ Properties	413,073	16.80%	134	315,066	18.10%	136
Marital Status						
Married	2,760,000	54.50%	97	2,482,000	54.80%	97
Not Married	2,304,000	45.50%	104	2,049,000	45.20%	104

Additional Readership Information (insert URLs): http://www.nytimes.whsites.net/mediakit/n_readership.html

Pricing: Open Rates of Most Commonly Used Units

Publication Page Size (standard):	Width:	6 Columns
	Height:	21 Inches

RETAIL						
			Black & White Rates		Color Rates	
	Columns	Inches	Sunday	Daily	Sunday	Daily
Full Page ²	6	21.00	\$112,644	\$73,710	\$142,544	\$100,310
Half Page Horizontal	6	10.50	\$56,322	\$36,855	\$86,222	\$63,455
Half Page Vertical	3	21.00	\$56,322	\$36,855	\$86,222	\$63,455
Quarter Page	3	10.50	\$28,161	\$18,428	\$49,561	\$37,228
Full-Page Double Truck	13	21.00	\$244,062	\$159,705	\$303,862	\$212,905
Horizontal Strip Ad	6	7.00	\$37,548	\$24,570	\$58,948	\$43,370
Premium Position One	2	14.00	\$28,000	\$19,348	\$49,400	\$38,148
Describe Position: Top of Advertising - Pages 2, 3, 4, 5						
Premium Position Two	6	21.00	\$119,644	\$80,710	\$149,544	\$107,310
Describe Position: Section Back Pages						

SECTION (indicate one): BUSINESS						
			Black & White Rates		Color Rates	
	Columns	Inches	Sunday	Daily	Sunday	Daily
Full Page	6	21.00	\$205,128	\$182,952	\$240,728	\$214,252
Half Page Horizontal	6	10.50	\$102,564	\$91,476	\$138,164	\$122,776
Half Page Vertical	3	21.00	\$102,564	\$91,476	\$138,164	\$122,776
Quarter Page	3	10.50	\$51,282	\$45,738	\$76,282	\$67,638
Full-Page Double Truck	13	21.00	\$444,444	\$396,396	\$515,644	\$458,996
Horizontal Strip Ad	6	7.00	\$68,376	\$60,984	\$93,376	\$82,884
Premium Position One	3	10.50	\$56,440	\$50,385	\$81,440	\$72,285
Describe Position: Op-Ed and First National News Page						
Premium Position Two	6	10.50	\$78,435	\$69,930	\$114,035	\$101,230
Describe Position: Financial Notices, Securities Offerings						

Additional Rate Information (insert URLs): <http://www.nytimes.whsites.net/mediakit/>

² The information and statistics contained in this document are intended to provide a general overview of our products, their market and their readers. These rates only represent an overview of rates and ad units this newspaper accepts. Please contact a sales representative (or refer to the Media Kit) for a complete listing of all category rates, ad units and other specifications. While the data is correct overall, a sales representative should be contacted for further details and/or clarification.

Products

DAILY AND WEEKLY SECTIONS AT-A-GLANCE	
Sunday	
Full-run Sections	Main News - Week in Review - Arts & Leisure - Travel - Money & Business - Sunday Styles - Sports Sunday - Book Review - The Magazine Additional Weekly Sections:
Part-run Sections	The Metro Section - Regional Weeklies - Automobiles - Real Estate - Help Wanted - - - Additional Weekly Sections:
Monday	
Full-run Sections	Main News - Sports Monday - Business Day - The Arts - Additional Weekly Sections:
Part-run Sections	The Metro Section - - - - Additional Weekly Sections:
Tuesday	
Full-run Sections	Main News - Business Day - Science Times - The Arts - Sports Tuesday Additional Weekly Sections:
Part-run Sections	The Metro Section - - - - Additional Weekly Sections:
Wednesday	
Full-run Sections	Main News - Business Day - Dining In, Dining Out - The Arts - Sports Wednesday Additional Weekly Sections:
Part-run Sections	The Metro Section - - - - Additional Weekly Sections:
Thursday	
Full-run Sections	Main News - Business Day - Sports Thursday - Style - The Arts Additional Weekly Sections: House & Home
Part-run Sections	The Metro Section - - - - Additional Weekly Sections:
Friday	
Full-run Sections	Main News - Business Day - Weekend: Movies/Performing Arts - Weekend: Fine Arts/Leisure - Sports Friday Additional Weekly Sections: Escapes
Part-run Sections	The Metro Section - - - - Additional Weekly Sections:
Saturday	
Full-run Sections	Main News - Business - Sports - Metro/Arts - Additional Weekly Sections:
Part-run Sections	- - - - Additional Weekly Sections:

Additional Properties with Integrated Sales: www.nytimes.com, International Herald Tribune, www.iht.com

PREPRINTS AND RELATED PRODUCTS**General**

TMC Available? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	If so, Day(s) of Week:	Zoning Available? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
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Freestanding Inserts

Days of Week Available: Sunday through Friday	Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
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Rates and Other Details (insert URL)	http://www.nytimes.whsites.net/mediakit/docs/rate_card/Newspaper/FSI.pdf
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Catalog and Product Sample Distribution

Days of Week Available: Sunday through Friday	Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
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Rates and Other Details (insert URL)	http://www.nytimes.whsites.net/mediakit/docs/rate_card/Newspaper/FSI.pdf
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Printed Home Delivery Bags

Days of Week Available: 7 days	Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
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Rates and Other Details (insert URL)	Preprinted bags supplied by advertiser -- \$90 CPM for distribution (net)
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DIGITAL PRODUCTS

Online Products (insert URLs)	www.nytimes.com
Unique Visitors per Month	12.5 million Source: Nielsen NetRatings, November 2006
Page Views per Month	440.9 million Source: Nielsen NetRatings, November 2006
Digital Rate Card (insert URL)	http://www.nytimes.whsites.net/mediakit/pages/d_specs.html
Net Reach (print & online)	17.3 million Source: Nielsen NetRatings @Plan, Fall 2006
Print-online Duplication	15%
Online Targeting Capabilities	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, please describe: Extensive behavioral, registration-based and contextual targeting available

Production**PRODUCTION GUIDELINES**

Info on production specifications, acceptable electronic file formats and column-inch conversions (insert URLs)	http://www.nytimes.whsites.net/mediakit/docs/rate_card/Newspaper/General_Info.pdf
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Additional Info

Reserving an Ad (insert URL)	http://www.nytimes.whsites.net/mediakit/docs/rate_card/Newspaper/General_Info.pdf
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Closing Times (insert URL)	http://www.nytimes.whsites.net/mediakit/docs/rate_card/Newspaper/General_Info.pdf
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Contracts/Credits**Contract Information – Statement of commissions, terms of payments and rate policies (insert URLs):**

<http://www.nytadvertising.com/was/ATWWeb/public/displayads/pages/contentDisplayAds.jsp?11Id=6&l2Id=27&HLId=110>
<http://www.nytadvertising.com/was/ATWWeb/public/displayads/pages/contentDisplayAds.jsp?11Id=6&l2Id=27&HLId=111>
<http://www.nytadvertising.com/was/ATWWeb/public/displayads/pages/contentDisplayAds.jsp?11Id=6&l2Id=27&HLId=112>

Credit Application – Guidelines and application (insert URLs):

<http://www.nytadvertising.com/was/ATWWeb/public/displayads/pages/contentDisplayAds.jsp?11Id=6&l2Id=27&HLId=109>
<http://www.nytadvertising.nytimes.com/adonis/AgencyRecognitionServlet>

Advertising Contacts – List of locations, contacts and contact information (insert URL):

<http://www.nytimes.whsites.net/mediakit/contacts.html>