

The New York Times

AVERAGE NET PAID CIRCULATION

Sources: September 2008 ABC Fas Fax; NY Times Internal Records

	MONDAY-FRIDAY		SUNDAY	
	#	%	#	%
NY Times Total				
TOTAL	1,000,665		1,438,585	
Home Delivery/Mail	641,293	66%	1,037,334	72%
Single Copy	217,691	22%	343,638	24%
Total Individually Paid	858,984	88%	1,380,972	96%
Other/Bulk	117,353	12%	51,228	4%
Total Print	976,337	100%	1,432,200	100%
Total Electronic Edition	24,328		6,385	

NY Times New York Market				
TOTAL	464,666		596,353	
Home Delivery/Mail	316,755	70%	443,275	75%
Single Copy	87,265	19%	134,970	23%
Total Individually Paid	404,020	90%	578,245	97%
Other/Bulk	46,339	10%	16,245	3%
Total Print	450,359	100%	594,490	100%
Total Electronic Edition	14,307		1,863	

NY Times Outside NY Market				
TOTAL	535,999		842,232	
Home Delivery/Mail	324,538	62%	594,059	71%
Single Copy	130,426	25%	208,668	25%
Total Individually Paid	454,964	86%	802,727	96%
Other/Bulk	71,014	14%	34,983	4%
Total Print	525,978	100%	837,710	100%
Total Electronic Edition	10,021		4,522	

NY Market is defined as the NY DMA + Mercer county, NJ + New Haven county, CT.

Outside New York Market is total excluding NY Market.

May not add up to total due to rounding