

# The New York Times

## Media Kit

Advertising with the New York Times



# Mission

**To enhance society by creating,  
collecting and distributing  
high-quality news and information.**

*"...to give the news impartially,  
without fear or favor"*

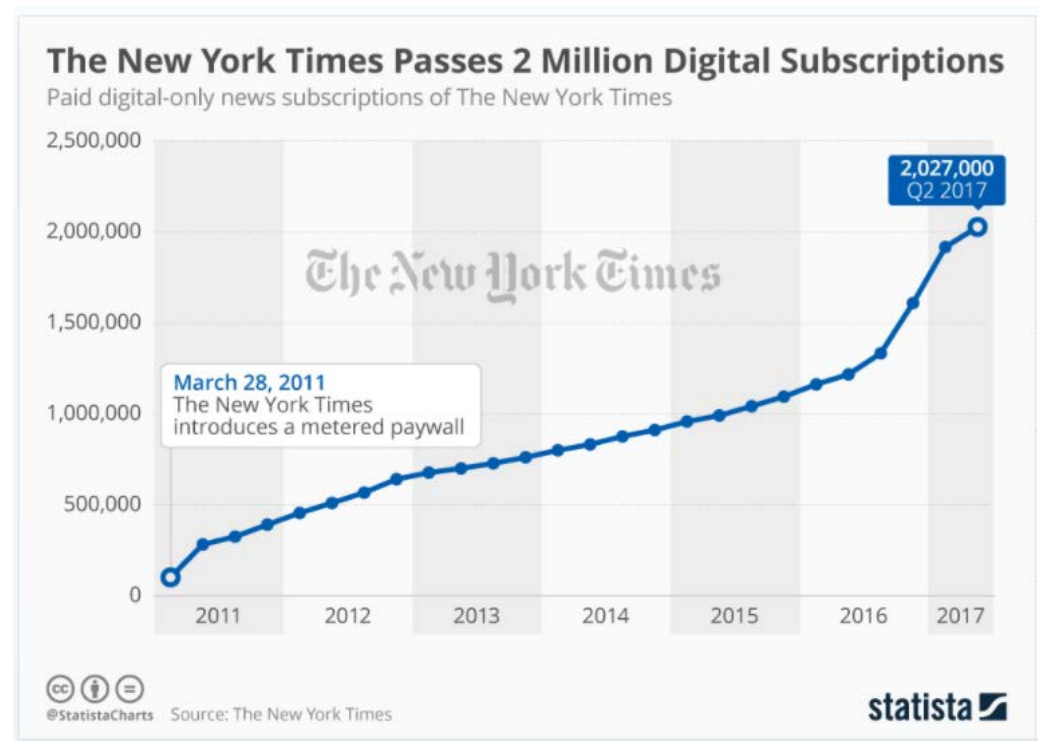
*- Former publisher Adolf Ochs*





# Our Brand

- \$1 billion subscription revenue in 2017
- 1450 journalists
- 57 languages, 160 countries
- 125 Pulitzer Prizes and citations — more than any other news organization



\*Source: MRI Doublebase 2017, NYT Annual Report 2017



# Leadership



**A.G. Sulzberger**  
Publisher



**Dean Baquet**  
Executive Editor  
The New York Times



**James Bennet**  
Editor, Editorial Page,  
The New York Times



**Mark Thompson**  
President & Chief Executive Officer,  
The New York Times Company



**Joseph Kahn**  
Managing Editor  
The New York Times



**Roland A. Caputo**  
Executive Vice President,  
Print Products & Services Group and  
Interim Chief Financial Officer

# Reach



Twitter: 41.8 million followers



Facebook: 16 million followers

- NYTimes.com is ranked 107 on Alexa's list of the 1,000 most popular websites worldwide
- The website reaches over 68 million people with 286,364,400 page views every month
- 3.6 million paid subscriptions across 208 countries and territories to our print and digital products
- Ranked 28 in ComScore's 2017 Top 50 Multi-Platform Properties (Desktop and Mobile)





# 2018 Awards

## **2018 Visual Storytelling awards**

The New York Times was honored this year with awards for Visual Storytelling from World Press Photo, Peabody, Pictures of the Year International, the National Press Photographers Association and the RAIS Berlin Commission.

## **2018 Pulitzer Prizes**

The New York Times Wins 3 Pulitzers, and an additional 7 finalists, bringing its total wins to 125

## **2018 Nathaniel Nash Award**

Patti Cohen Receives 2018 Nathaniel Nash Award for excellence in business and economics journalism

## **2017 Peabody awards** (to be announced April 25)

The New York Times Op-Docs Is Nominated for 2017 Peabody Award for Matan Rochlitz's "I Have a Message for You."

## **2018 Michael Kelly Award** for "the fearless pursuit and expression of truth"

New York Times' reporter Dionne Searcey won the 2018 Michael Kelly Award for her stories on Boko Haram

## **2018 Aldo Beckman Award**

New York Times' reporter Maggie Haberman won the Aldo Beckman Award for White House coverage

# Audience

## The New York Times (Daily)

- Circulation: 588,000
- Adult Average Audience: 2.3 million
- Adult Median Household Income: \$98,769
- Adult Median Age: 51.8
- Adult Print + Digital Audience: 8.5 million

## The New York Times (Sunday)

- Circulation: 1.1 million
- Adult Average Audience: 4 million
- Adult Median Household Income: \$98,426
- Adult Median Age: 53.3
- Adult Print + Digital Audience: 9.9 million

\*Source MRI Doublebase 2017





# Engaging the audience

- 04/03/2018 New York Times's College Events Series 'Get With The Times' Kicks Off Spring 2018 Season
- 03/27/2018 THE NEW YORK TIMES, AMERICAN PUBLIC MEDIA TO LAUNCH "THE DAILY" APRIL 2 ON 16 STATIONS
- 03/21/2018 The New York Times Debuts Augmented Reality Experience Inviting Readers To Explore David Bowie's Visual Legacy
- 03/10/2018 THE NEW YORK TIMES ANNOUNCES FIRST NARRATIVE NONFICTION PODCAST, 'CALIPHATE' WITH RUKMINI CALLIMACHI
- 03/06/2018 The New York Times to Convene Top Museums and Auction House Leaders, Artists, Dealers, and Collectors During New "Art Leaders Network" Conference in Berlin This Spring
- 03/05/2018 The New York Times to Launch Monthly Audiobook Best-Seller Lists
- 02/07/2018 T Magazine Unveils Print, Digital Refresh Featuring New Columns and Bold Voices
- 02/06/2018 The New York Times To Convene Leaders in Artificial Intelligence and Business at Annual New Work Summit
- 02/06/2018 The New York Times Debuts Augmented Reality Experience Featuring Athletes From the Winter Olympics
- 01/10/2018 The New York Times Debuts "52 Places To Go in 2018"; Names Jada Yuan "The 52 Places Traveler" to Explore the World and Turn the List Into an Itinerary
- 01/05/2018 The New York Times to Debut the Next Phase of Its Brand Campaign at Golden Globes, Highlighting the Power of Its Sexual Harassment Reporting
- 01/03/2018 PBS NewsHour and The New York Times Launch Monthly Book Club "Now Read This"



# Editorial calendar: Sample

2018 Editorial Calendar - U.S. (April - June)

Special Section	Issue Date	Reservation Close		Materials Due	
		<u>Color</u>	<u>B/W</u>	<u>Color</u>	<u>B/W</u>
<i>Men's Style</i>	6-Apr	22-Feb	22-Feb	30-Mar	3-Apr
<i>Learning</i>	8-Apr	22-Mar	22-Mar	28-Mar	23-Mar
<i>Mutual Funds Quarterly</i>	15-Apr	6-Apr	9-Apr	9-Apr	12-Apr
<i>Design</i>	10-May	21-Mar	21-Mar	26-Apr	30-Apr
<i>Progress Makers</i>	13-May	23-Mar	23-Mar	27-Apr	2-May
<i>Learning</i>	6-Jun	25-May	25-May	29-May	1-Jun
<i>Gay Pride</i>	24-Jun	7-May	7-May	12-Jun	16-Jun
<i>DealBook</i>	28-Jun	17-May	17-May	20-Jun	25-Jun



# Sample Rates

<i>Media:</i>	<a href="http://nytmmediakit.com/uploads/rates/2018-Media-Rate-Card-Updated-2.6.18.pdf">http://nytmmediakit.com/uploads/rates/2018-Media-Rate-Card-Updated-2.6.18.pdf</a>
<i>Arts:</i>	<a href="http://nytmmediakit.com/uploads/rates/2018-AE-Rate-Card-Updated-2.6.18.pdf">http://nytmmediakit.com/uploads/rates/2018-AE-Rate-Card-Updated-2.6.18.pdf</a>
<i>Business:</i>	<a href="http://nytmmediakit.com/uploads/rates/2018-Business-Rate-Card-Updated-2.6.18.pdf">http://nytmmediakit.com/uploads/rates/2018-Business-Rate-Card-Updated-2.6.18.pdf</a>
<i>Education:</i>	<a href="http://nytmmediakit.com/uploads/rates/50919-Rate-Cards-2018_Education_SSf.pdf">http://nytmmediakit.com/uploads/rates/50919-Rate-Cards-2018_Education_SSf.pdf</a>
<i>Products:</i>	<a href="http://nytmmediakit.com/uploads/rates/50919-Rate-Cards-2018_ConsProducts_SSf.pdf">http://nytmmediakit.com/uploads/rates/50919-Rate-Cards-2018_ConsProducts_SSf.pdf</a>
<i>Real Estate:</i>	<a href="http://nytmmediakit.com/uploads/rates/50919-Rate-Cards-2018_Real_Estate_SSf.pdf">http://nytmmediakit.com/uploads/rates/50919-Rate-Cards-2018_Real_Estate_SSf.pdf</a>



# Contact

The New York Times

620 Eighth Avenue

New York, NY 10018

Tel: +1 212 556-7777

Fax: +1 212 556-7088 or +1 212 556-5830

Global Head of Advertising and Marketing  
Solutions

Sebastian Tomich

+1 212 556-1416