

The New York Times

Influence Index: 84

Mission: The mission of the *New York Times* is to enhance society by creating, collecting and distributing high quality news, information and entertainment (The New York Times Company). *The Times* is dedicated to providing news coverage of exceptional depth and breadth, as well as opinion that is thoughtful and stimulating. Widely quoted, and often hotly debated, *The Times* is held by its readers to the highest of standards and continues to be regarded by many as the nation's pre-eminent newspaper.

History & General Information: *The New York Times* began publishing as the *New York Daily Times* on September 18, 1851 and changed its name to *The New York Times* on September 14, 1857. Its NYTimes.com website started operating in January 1996.

SOURCE: www.nytco.com

BASIC FACTS

Audience Print subscribers and online users

Publisher/Sponsor The New York Times Company

President/Director Arthur O. Sulzberger, Jr.,
Chairman of The New York Times Company, and Publisher of
The New York Times

CIRCULATION

The New York Times 12-month average circulation is 1.1 million (Weekday) and 1.7 million (Sunday). It is the largest 7-day newspaper in the United States. According to analysis from an independent research firm, its readership is almost seven million people on Sundays, and nearly five million daily. According to its own figures, the NYTimes.com had 17 million average monthly unique users in 2005, with more than 3.2 million people receiving requested newsletters from the website daily.

Programs and Publications

The New York Times' regular features or major sections include:

- The New York Times* daily newspaper
- NYTimes.com
- Today's Headlines e-mail
- On Education* column

Education coverage in *The Times* spans national topics, state issues, and local developments in the New York City metropolitan area. Online education features at nytimes.com include Education Life, Opinion columns, The Learning Network, and coverage of special topics like evolution.

Contact Information

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Notes

Information gathered from websites of The New York Times Company at www.nytco.com and *The New Times* at www.nytimes.com.