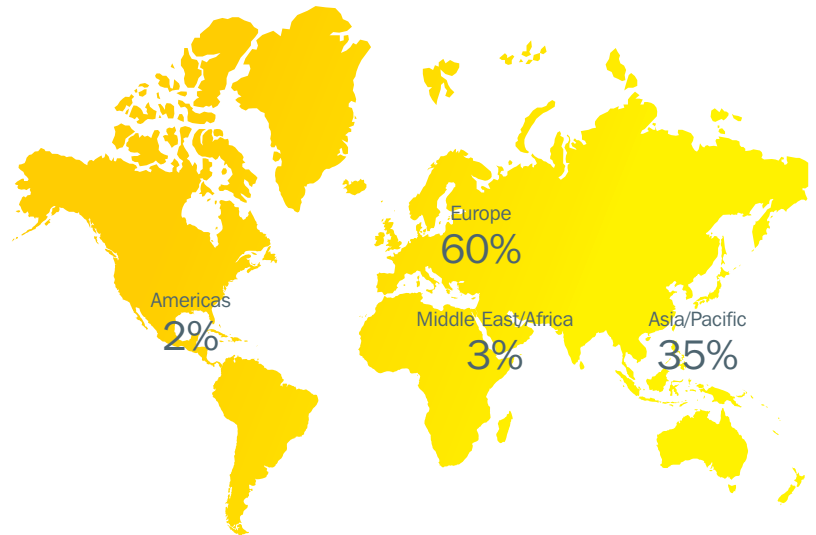


## Influential, Sophisticated Global Citizens

The International Herald Tribune is read by people who know that world events have a real impact on their lives, their professions and their sense of well-being.

International in attitude, they know the world is getting smaller but that it remains socially and culturally diverse. They are international through geography – they live, travel, work or study abroad – and they are international by profession: whether in business, government, media or the arts, they need to understand what’s going on in the world in order to succeed.

### Region of residence



IHT Reader Profile	Worldwide	Atlantic	Asia/Pacific
Circulation	241,625	149,943	91,682
Readership	510,000	300,000	210,000
Male	76%	75%	77%
Female	24%	25%	23%
Average age	50	52	48
Educated to degree level of above	91%	90%	93%
Live outside their country of citizenship	53%	48%	63%
In senior management <sup>(1)</sup>	98%	96%	98%
Average annual household income	US\$ 286,743	US\$ 266,818	US\$ 331,228
Took 3+ international air trips in last 12 months <sup>(2)</sup>	72%	70%	77%

Source: OJD 2007. IHT Reader Survey 2007. Base: All respondents. (1) All in business (2) All international air travelers.

“I can read any paper to find out what happened. I need the International Herald Tribune to find out why.”

Senior manager, Philippines

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The New York Times Media Group brings together the print and online audiences of The New York Times, NYTimes.com, the International Herald Tribune and IHT.com, to deliver a combined, unduplicated print-online audience of **21 million\* worldwide**, representing one of the most powerful advertising audiences on the planet.

\* Sources: NYT: Nielsen NetRatings @Plan Fall 2006; NYTimes.com internal registration data; IHT: Nielsen NetRatings September 2006, internal surveys 2003, 2005.

**IHT Reader Profile**

# Senior Managers and Decision Makers

Whether they are senior managers or key corporate decision makers across a wide variety of business services, the International Herald Tribune gives them the balanced, intelligent perspective they need to succeed in today's complicated world.

“As a global financial strategist the IHT is very useful to me because it is concise, well informed, trustworthy.”

Senior manager, Netherlands

<b>IHT Reader Profile</b>	<b>Worldwide</b>	<b>Atlantic</b>	<b>Asia/Pacific</b>
Circulation	241,625	149,943	91,682
Readership	510,000	300,000	210,000
<b>Highly Positioned <sup>(1)</sup></b>			
Owner/Partner	23%	27%	17%
Chairman/President/DEO/DFO/Finance			
Director/Treasurer	16%	13%	19%
Managing Director	13%	10%	18%
Vice President	7%	5%	8%
General Manager	4%	2%	6%
Department Head	7%	8%	6%
Consultant	17%	20%	12%
Other Senior Position	11%	11%	12%
In Senior Management	98%	96%	98%
<b>Business Decision Makers <sup>(2)</sup></b>			
Have decision making authority for organization as a whole	31%	30%	33%
Computer/software	29%	25%	34%
Telecommunication systems/equipment/services	27%	23%	33%
Other office equipment/technology	30%	26%	37%
Any IT	32%	29%	38%
Commercial banking services	20%	18%	24%
Investment banking services	15%	13%	19%
Other financial services	21%	18%	25%
Any financial services	25%	22%	30%
Company vehicles	15%	11%	21%
Plant and equipment/raw materials/fuel/energy/ business premises/industrial sites	18%	14%	26%

Source: OJD 2007. IHT Reader Survey 2007. Base: All respondents. (1) All in business (2) All in employment

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# Opinion Leaders

Some of the most influential people in the world read the International Herald Tribune, informing and enlightening them on key global issues, thereby enabling them to shape ideas and perceptions and contribute to public discourse.

IHT Reader Profile	Worldwide	Atlantic	Asia/Pacific
Circulation	241,625	149,943	91,682
Readership	510,000	300,000	210,000
Opinion leaders			
Wrote or emailed a public official	52%	55%	48%
Wrote or emailed a newspaper or magazine editor	34%	36%	31%
Gave a speech or addressed a public meeting	41%	40%	42%
Took an active role in a civic or social issue	29%	30%	26%
Actively worked for a political party or candidate	6%	6%	5%
Wrote an article/book/letter for publication	37%	38%	36%
Served on own/other company's board of directors	20%	18%	27%
Served on a charitable/other board of directors	18%	17%	22%
Worked for 10+ hours a month for a non-political charitable organization	21%	20%	23%
Have done 4+ opinion leader activities	27%	27%	27%

Source: OJD 2007. IHT Reader Survey 2007. Base: All respondents.

“It hurts to admit that the only European newspaper that is read by the European elites is the Herald Tribune. It’s the best known and it’s not precisely an idea or an initiative of Europe.”

Felipe Gonzalez, Former Prime Minister of Spain

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**IHT Reader Profile**

# Affluent Investors

**Readers of the International Herald Tribune have levels of income and investments that can hardly be described as average – like the newspaper they enjoy reading, these levels reflect their highly mobile and affluent status.**

<b>IHT Reader Profile</b>	<b>Worldwide</b>	<b>Atlantic</b>	<b>Asia/Pacific</b>
Circulation	241,625	149,943	91,682
Readership	510,000	300,000	210,000
<b>Affluent</b>			
Household income in US\$:			
Up to \$50,000	9%	10%	8%
\$50,000 to \$99,999	20%	21%	17%
\$100,000 to \$249,999	28%	28%	29%
\$250,000 to \$499,999	14%	11%	20%
\$500,000 to under \$1 million	4%	4%	4%
\$1 million to more than \$5 million	2%	2%	3%
Average annual personal income <sup>(1)</sup>	\$241,937	\$214,360	\$283,454
Average annual household income	\$286,743	\$266,818	\$331,228
<b>High Net Worth Individuals</b>			
Stocks	68%	66%	70%
Bonds	39%	39%	38%
Mutual funds	52%	49%	56%
Average value of stocks	\$314,225	\$312,932	\$316,134
Average value of bonds	\$284,222	\$239,341	\$358,411
Average value of mutual funds	\$314,447	\$283,766	\$357,839
Own 2+ properties	41%	39%	43%

Source: OJD 2007. IHT Reader Survey 2007. Base: All respondents. (1) All in employment.

“For the past decades, as a banker and private person, [the] IHT has always fascinated me since it appeared to be the only paper worldwide to represent objective views and news, past and present.”

Retired, Austria

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**IHT Reader Profile**

# Sophisticated Consumers

**International Herald Tribune readers are people whose tastes tend towards the deluxe, leading active and upscale lifestyles outside of the office.**

<b>IHT Reader Profile</b>	<b>Worldwide</b>	<b>Atlantic</b>	<b>Asia/Pacific</b>
Circulation	241,625	149,943	91,682
Readership	510,000	300,000	210,000
<b>Sophisticated Consumers</b>			
Own 2+ cars	40%	41%	38%
Always/often use a gold/platinum card for personal use	38%	30%	52%
Own/collect original art	44%	42%	47%
Belong to a country/sports club	35%	28%	49%
Went on a safari/adventure holiday in last 12 months	19%	16%	24%
Went on a winter sport holiday in last 12 months	31%	36%	22%
Visit museums/art exhibition/antique exhibition regularly/occasionally	80%	83%	73%
Dine out regularly/occasionally	95%	95%	96%
Go to classical music concerts regularly/occasionally	63%	65%	59%
Go to the theater regularly/occasionally	64%	66%	61%
Use mobile phone for accessing emails on the move	24%	22%	29%

Source: OJD 2007, IHT Reader Survey 2007. Base: All respondents.

“I like having a single section paper sized to conveniently obtain, carry and read in transit, on planes or at home, that contains information on virtually all aspects of current events combined with articles on other interesting topics from a global perspective.”

Senior manager, Switzerland

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IHT Reader Profile

# Highly Mobile

Available around the world, the International Herald Tribune is clearly the preferred travel companion for successful international business people for whom frequent travel is a fact of life.

“Best source of international news here in Singapore and for that matter the rest of Asia.”

Senior manager, Singapore

IHT Reader Profile	Worldwide	Atlantic	Asia/Pacific
Circulation	241,625	149,943	91,682
Readership	510,000	300,000	210,000
<b>International Air Travel (in last 12 months) <sup>(1)</sup></b>			
3+ trips	72%	70%	77%
7+ trips	35%	30%	45%
11+ trips	23%	18%	31%
15+ trips	15%	11%	23%
20+ trips	10%	6%	16%
<b>International Business Air Travel (in last 12 months) <sup>(2)</sup></b>			
3+ trips	64%	60%	70%
7+ trips	39%	33%	47%
11+ trips	27%	22%	35%
15+ trips	17%	14%	27%
20+ trips	13%	8%	20%
Average number of trips	9	7	11
<b>Destinations Visited on Business (in last 12 months) <sup>(3)</sup></b>			
Europe	80%	92%	60%
Asia/Pacific	55%	31%	93%
Americas	60%	62%	57%
Middle East/Africa	24%	25%	21%
<b>Hotel Nights on Business (in last 12 months) <sup>(4)</sup></b>			
7+ nights	61%	56%	68%
15+ nights	43%	38%	51%
20+ nights	34%	28%	44%
30+ nights	22%	17%	31%

Source: OJD 2007. IHT Reader Survey 2007. Base: (1) All international air travelers; (2) All international business air travelers in employment; (3) All international business air travelers in employment; (4) All spending nights in hotels in employment.

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**IHT Reader Profile**

# Loyal, Unique Readers

**International Herald Tribune readers value and enjoy the newspaper because they get what they need, and they trust what they get – they want to read it, and don’t often read other international publications.**

<b>IHT Reader Profile</b>	<b>Worldwide</b>	<b>Atlantic</b>	<b>Asia/Pacific</b>
Circulation	241,625	149,943	91,682
Readership	510,000	300,000	210,000
<b>Time Spent Reading</b>			
Average number of copies read per week	4	4	5
Reading the IHT for 5+ years	60%	63%	53%
Average time spent reading	35 mins	35 mins	34 mins
<b>Readers Per Copy</b>			
Average number of readers per copy	2.1	2.0	2.3
<b>Publications Do Not Read Regularly</b>			
Financial Times	83%	83%	83%
USA Today	97%	96%	97%
The Asian Wall Street Journal	92%	n/a	78%
The Wall Street Journal Europe	94%	91%	n/a
The Economist	67%	69%	63%
Newsweek	85%	87%	82%
TIME	75%	75%	74%
Fortune	92%	94%	89%

Source: OJD 2007. IHT Reader Survey 2007. Base: All respondents.

“The IHT has better coverage of international news than any other publication with which I am familiar. It seems any astute person would know that what happens in the world affects business.”

Senior manager, France

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