

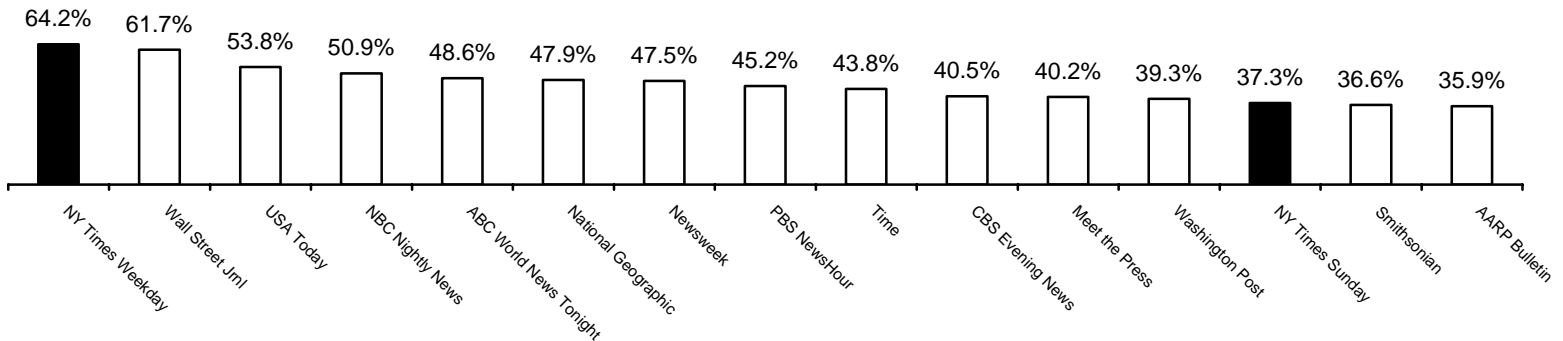
The New York Times:

At the Top in the 2004-2005 U.S. Opinion Leaders Study

Among 156 Print and Broadcast Media measured in the U.S. Opinion Leaders Study, the New York Times ranks at the top in Overall Reach, Reach of Regular Readers and Reach of Readers rating the publication "Influential," "Objective," and "Credible."

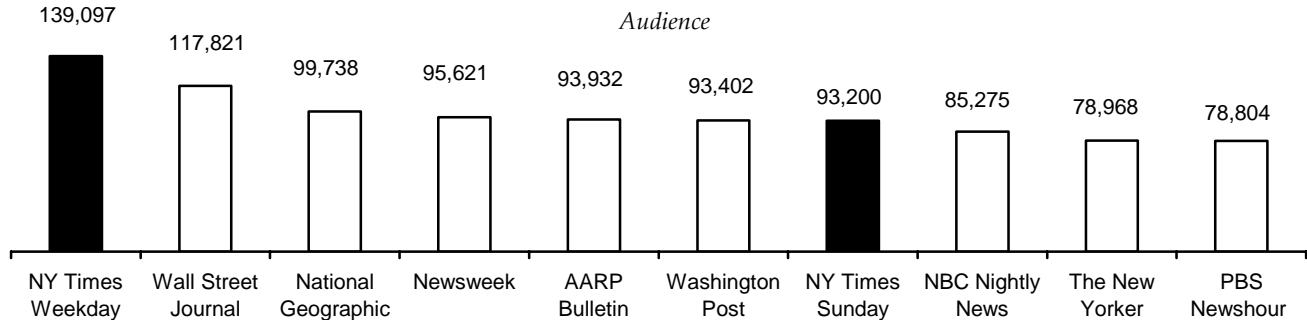
#1 in REACH: The Weekday Times ranks #1 in reach, delivering nearly 2 out of 3 Opinion Leaders. The Sunday Times ranks among the top 15 for all media; among print media, it ranks in the top 10.

TOP 15 MEDIA*: PERCENT REACH OF U.S. OPINION LEADERS



HIGH READER LOYALTY: Both the Sunday and Weekday Times rank among the top 10 media* in reaching Opinion Leaders who are regular readers or viewers. (regular readers defined as reading/viewing 3 or 4 out of 4 issues published or TV programs aired.)

TOP 10 MEDIA*: OPINION LEADERS WHO ARE REGULAR READERS



STRONG READER EVALUATION: Both the Sunday and Weekday Times rank among the top 10 media* in reaching Opinion Leaders who consider the newspaper to be "influential," "credible," and "objective."

	NYT Weekday		NYT Sunday	
	Aud. #	Rank	Aud. #	Rank
INFLUENTIAL	206,920	1	106,141	5
CREDIBLE	165,245	2	92,225	9
OBJECTIVE	122,093	3	67,844	9

*rank based on 156 measured print, cable, and broadcast media.

The Marketing Importance of Influentials

The Influentials segment in the MRI study derives from the highly praised book, *The Influentials*, by NOPWorld executives Ed Keller and Jon Berry. Keller and Berry termed "Influentials" the small but persuasive segment of the population that leads social and marketplace trends, shapes public opinion and generates "buzz" that increasingly drives consumer behavior.

"Decades of NOPWorld research show that involvement in [the following] public activities is a powerful predictor of which Americans have broad influence in the complete sense of the word; they are trendsetters, market multipliers, and consumer activists – both advocating on behalf of brands they love and speaking out on civic problems --Kathi Love, MRI President and CEO

- Written or called any politician at the state, local, or national level
 - Attended a political rally, speech, or organized protest of any kind
 - Attended a public meeting on town or school affairs
 - Held or run for political office
 - Served on a committee for some local organization
 - Served as an officer for some club or organization
 - Written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion
 - Worked for a political party
 - Made a speech
 - Written an article for a magazine or newspaper
 - Been an active member of any group that tries to influence public policy or government
-

The New York Times: A High Concentration of "Influentials"[†]

Influentials are the "critical 10% of the population who drive what the other 90% think, do, and buy."
 - Ed Keller, CEO of NOP World

Top 25 Publications Within Competitive Set Ranked by Index

Influentials[†]

Population: 17,278,000

% of Universe: 7.9

	Aud. (000)	% Cov.	% Comp.	Index to U.S. Pop. (U.S. Avg. =100)	Rank ^{††}
Wall Street Journal	795	28.4	4.6	361	1
The Economist	484	26.7	2.8	339	2
Veranda	294 *	24.6	1.7	313	3
Wired	454	23.7	2.6	301	4
Inc.	234 *	22.7	1.4	288	5
Fortune	894	22.5	5.2	286	6
The New Yorker	785	21.8	4.5	277	7
New York Times Weekday	757	21.6	4.4	274	8
New York Times Sunday	960	20.9	5.6	266	9
Business Week	999	20.7	5.8	263	10
Conde Nast Traveler	604	20.6	3.5	262	11
Smithsonian	1,341	18.7	7.8	237	12
USA Today	810	18.6	4.7	237	13
Architectural Digest	841	17.9	4.9	228	14
U.S. News & World Report	1,627	17.6	9.4	224	15
Martha Stewart Living	1,935	17.2	11.2	219	16
Washington Post Sunday	400	17.1	2.3	217	17
Travel & Leisure	772	16.9	4.5	214	18
Money	1,192	16.7	6.9	212	19
Newsweek	3,010	16.3	17.4	207	20
Gourmet	879	16.0	5.1	203	21
Forbes	680	15.9	3.9	202	22
Time	3,410	15.8	19.7	200	23
National Geographic Traveler	1,169	14.9	6.8	190	24
Bon Appetit	856	14.6	5.0	186	25

[†] Influentials - Participated in 3 or more of the following in the past year: written/called any politician at state/local/national level; written editor of newspaper/magazine or called live radio/TV show to express opinion; written article for magazine/newspaper; attended political rally/speech/organized protest; attended public meeting on town/school affairs; held/ran for political office; served on committee for local organization; served as officer for club/organization; worked for political party; made a speech; or been active member of any group that tries to influence public policy/government. Source: MRI Fall 2004, derived from NOPWorld definition of Influential Americans.

Source: MRI Spring 2007

* Sample size is less than 50.

†† Rank out of 41 publications

Demographic Profile: Adult Readers

Source: MRI Spring 2007

	NYT Weekday			NYT Sunday		
	Aud.(000)	% Comp.	Index	Aud(000)	% Comp.	Index
Adults Readers	3,509	100.0	100	4,586	100.0	100
Men	1,975	56.3	117	2,408	52.5	109
Women	1,534	43.7	84	2,178	47.5	92
Age						
25 to 54	2,030	57.9	101	2,690	58.7	103
35 to 49	1,044	29.8	99	1,368	29.8	99
35 to 54	1,482	42.2	108	2,138	46.6	119
35 +	2,498	71.2	103	3,551	77.4	112
Median (years)	46		102	49		109
Education Level						
Any College	3,146	89.7	170	3,902	85.1	162
College-B.A./Post Grad Degree	2,431	69.3	274	3,088	67.3	266
Post-graduate degree	1,302	37.1	393	1,762	38.4	407
Job Title / Occupation						
Employed Full time	2,525	72.0	115	2,987	65.1	104
Top Management PM*	329	9.4	224	632	13.8	330
Professional/Managerial	1,739	49.6	214	2,181	47.6	206
Household Income						
\$75,000 +	2,349	66.9	198	3,006	65.5	194
\$100,000 +	1,795	51.2	247	2,269	49.5	239
\$150,000 +	1,010	28.8	342	1,386	30.2	359
Median	\$102,618		189	\$99,169		182
Value of Owned Home						
\$200,000 +	2,071	59.0	161	2,725	59.4	162
\$300,000 +	1,727	49.2	206	2,289	49.9	209
\$500,000 +	1,172	33.4	320	1,613	35.2	337
\$750,000 +	716	20.4	500	929	20.3	497
Median	\$482,108		227	\$508,924		239
Marital Status						
Now Married	2,092	59.6	106	2,635	57.5	102
Not Married	1,417	40.4	92	1,951	42.5	97
Geography						
A or B Counties	3,135	89.3	125	3,940	85.9	121

*Includes any C-Level Officer or President, VP, Treasurer, Member of the Board, Controller, General Manager or Owner/ Partner - screened by Professional/Managerial with IEI \$35,000+
BASE: U.S. Adults