

The New York Times

The New York Times is dedicated to providing news coverage of exceptional depth and breadth, as well as opinion that is thoughtful and stimulating. The Times is regarded by many as the USA's pre-eminent newspaper and ranks first amongst opinion leaders.

The New York Times built its reputation as the newspaper of record throughout the 20th century. It has earned far more Pulitzers than any other paper, and has a global news staff of 1,200 that covers the wide range of our readers' interests: from world, national and New York issues to business, culture, science, religion, style, food, health and homes.

Circulation: The Times remains the largest seven-day newspaper in the United States, with circulation at 1.7million Sunday and 1.1 million daily.

Readership: Readership of The Times is nearly seven million people (6,871,660) on Sundays, and nearly five million (4,928,150) weekdays.

Weekly Sections

- Monday SportsMonday
- Tuesday ScienceTimes
- Wednesday Dining In/Dining Out
- Thursday House and Home & Thursday Styles
- Friday Escapes & Weekend (two parts)

Sunday National Sections

- Arts & Leisure
- The New York Times Book Review
- Sunday Business*
- Sunday Styles
- The New York Times Magazine
- T: The New York Times Style Magazine (14x annually)
- Travel
- Week In Review**

Regional Sections

- Automobiles
- Metro
- The City
- New Jersey
- Connecticut
- Real Estate
- Job Market
- Westchester
- Long Island

Booking Deadlines

5 working days prior to issue date.

Material Deadlines

4 working days prior to issue date.

Upon Application

Material specification details
Rates & Specs for special ad units (eg. Inserts)

Sections best for:

*Business including Executive Recruitment advertising

**Health and education advertising



Column inch rates (USD\$)

Sector	Nationwide – Weekday	Nationwide- Sunday	Global – Weekday	Global - Sunday
Education	\$698	\$883	\$1,153	\$1,329
Finance	\$1,541	\$1,727	\$2,060	\$2,236
Foreign Govt/ Tourism	\$1,114	\$1,153	\$1,654	\$1,691
Philanthropy	\$1,200	\$1,320	\$1,736	\$1,850
Recruitment	\$1,056	\$1,278	\$1,536	\$1,747
Technology	\$1,331	\$1,495	\$1,927	\$2,091

*These rates apply to Mono Standard Advertising Units (over page).
Sizes outside the Standard Ad Units incur a 10% load.
All rates include 15% agency commission

For further information please visit:

www.sellmedia.com.au

or contact:

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The New York Times

Standard Advertising Units – Effective August 6, 2007

Moving from the 13-1/2" width and adopting the new newspaper industry standard of 12" for all editions of the paper across the country.

NYT Ad Units	No. of Columns	Depth (Inches)	Contract Col Inches	NYT Ad Units	No. of Columns	Depth (Inches)	Contract Col Inches
6 x 21 (Full Page)	6	21"	126.0	2 x 15.75	2	15.75"	31.5
6 x 18	6	18"	108.0	2 x 14	2	14"	28.0
6 x 14	6	14"	84.0	2 x 10.5	2	10.5"	21.0
6 x 10.5 (Half Page Horizontal)	6	10.5"	63.0	2 x 9	2	9"	18.0
6 x 7	6	7"	42.0	2 x 8	2	8"	16.0
6 x 5.25	6	5.25"	31.5	2 x 7	2	7"	14.0
5 x 21	5	21"	105.0	2 x 6	2	6"	12.0
5 x 15.75	5	15.75"	78.75	2 x 5.25	2	5.25"	10.5
5 x 14	5	14"	70.0	2 x 4	2	4"	8.0
5 x 10.5	5	10.5"	52.5	2 x 3.5	2	3.5"	7.0
5 x 7	5	7"	35.0	2 x 3	2	3"	6.0
4 x 21	4	21"	84.0	2 x 2	2	2"	4.0
4 x 18	4	18"	72.0	1 x 21	1	21"	21.0
4 x 15.75	4	15.75"	63.0	1 x 18	1	18"	18.0
4 x 14	4	14"	56.0	1 x 15.75	1	15.75"	15.75
4 x 10.5	4	10.5"	42.0	1 x 14	1	14"	10.5
4 x 7	4	7"	28.0	1 x 10.5	1	10.5"	10.5
4 x 5.25	4	5.25"	21.0	1 x 7	1	7"	7.0
3 x 21 (1/2 Page vertical)	3	21"	63.0	1 x 5.25	1	5.25"	5.25
3 x 18	3	18"	54.0	1 x 3.5	1	3.5"	3.5
36 x 15.75	3	15.75"	47.25	1 x 3	1	3"	3.0
3 x 14	3	14"	42.0	1 x 2	1	2"	2.0
3 x 10.5 (1/4 Page)	3	10.5"	31.5	1 x 1.5	1	1.5"	1.5
3 x 7	3	7"	21.0	1 x 1	1	1"	1.0
3 x 5.25	3	5.25"	15.75	13 x 21	13	21"	273.0
2 x 21	2	21"	42.0	13 x 18	13	18"	234.0
2 x 18	2	18"	36.0	13 x 14	13	14"	182.0
				13 x 10.5	13	10.5"	136.5

Inches to mm Conversions

1 Col	= 1.8"	= 45.7mm
2 Col	= 3.75"	= 95.25
3 Col	= 5.7"	= 144.8
4 Col	= 7.65"	= 194.3
5 Col	= 9.6"	= 243.8
6 Col	= 11.55"	= 293.37

Depths

21"	= 533.4mm
18"	= 457.2mm
15.75"	= 400mm
14"	= 355.6mm
10.5"	= 266.7mm
9"	= 228.6mm
8"	= 203.2mm
7"	= 177.8mm
5.25"	= 133.35mm
4"	= 101.6mm
3.5"	= 88.9mm
3"	= 76.2mm
2"	= 50.8mm
1.5"	= 38.09mm
1"	= 25.4mm

*Conversions are a guide only. For exact measurements please contact Sell Media for specifications.