

## Quarterly Data Report

Q3 2015

Subject to Audit

New York, New York

www.nytimes.com

### CIRCULATION SUMMARY

	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
<b>TOTAL COMBINED AVERAGE CIRCULATION</b>	2,579,166	2,237,601	2,211,174	2,226,133	2,225,889	2,216,688	2,308,119	2,261,806
<b>THE NEW YORK TIMES</b>								
Print (See Par. 1A)	1,111,239	583,555	552,314	565,185	564,742	562,715	672,824	655,006
Digital Replica (See Par. 1B)	1,376	6,530	1,379	6,781	6,753	6,765	10,975	1,377
Digital Nonreplica (See Par. 1C)	1,466,551	1,511,526	1,521,358	1,517,929	1,518,112	1,510,692	1,489,531	1,441,362
<b>Total Circulation Excluding Other Affiliated Publications</b>	2,579,166	2,101,611	2,075,051	2,089,895	2,089,607	2,080,172	2,173,330	2,097,745
<b>AFFILIATED PUBLICATIONS</b>								
International New York Times (See Par. 1D)		135,990	136,123	136,238	136,282	136,516	134,789	164,061
<b>Total Combined Average Circulation</b>	2,579,166	2,237,601	2,211,174	2,226,133	2,225,889	2,216,688	2,308,119	2,261,806

### CIRCULATION DATA BY PUBLICATION

<b>1A. THE NEW YORK TIMES - PRINT</b>								
<b>Paid Circulation</b>								
<b>Individually Paid Circulation</b>								
Home Delivery and Mail	906,366	447,565	424,819	428,115	428,584	428,260	528,046	539,147
Single Copy Sales	169,508	80,818	75,158	81,650	80,242	78,194	88,848	79,498
<b>Total Average Individually Paid Circulation</b>	1,075,874	528,383	499,977	509,765	508,826	506,454	616,894	618,645
<b>Business/Traveler Paid Circulation</b>								
Group Subscriptions (Designated Employees)	90	393	394	394	394	392	390	49
Hotel Distribution - Room/Lobby Copies	14,667	17,316	16,524	17,224	17,602	17,529	17,703	17,060
<b>Total Average Business/Traveler Paid Circulation</b>	14,757	17,709	16,918	17,618	17,996	17,921	18,093	17,109
<b>Total Average Paid Circulation - Print</b>	1,090,631	546,092	516,895	527,383	526,822	524,375	634,987	635,754
<b>Qualified Circulation</b>								
<b>Single Copy</b>								
Educational Copies	96	694	645	781	710	764	572	212
University Copies	33	11,265	9,240	11,582	11,771	12,075	11,656	25
Employee/Independent Contractor	5,966	5,527	5,528	5,528	5,529	5,525	5,525	5,557
Retail/Business	14,513	19,977	20,006	19,911	19,910	19,976	20,084	13,458
<b>Total Average Single Copy</b>	20,608	37,463	35,419	37,802	37,920	38,340	37,837	19,252
<b>Total Average Qualified Circulation - Print</b>	20,608	37,463	35,419	37,802	37,920	38,340	37,837	19,252
<b>Total Average Circulation - Print</b>	1,111,239	583,555	552,314	565,185	564,742	562,715	672,824	655,006

	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
<b>1B. THE NEW YORK TIMES - DIGITAL REPLICA</b>								
<b>Paid Circulation</b>								
Subscription	1,376	1,377	1,379	1,376	1,376	1,378	1,377	1,377
<b>Total Average Paid Circulation - Digital Replica</b>	<b>1,376</b>	<b>1,377</b>	<b>1,379</b>	<b>1,376</b>	<b>1,376</b>	<b>1,378</b>	<b>1,377</b>	<b>1,377</b>
<b>Qualified Circulation: Opt-in</b>								
Educational Copies		5,153		5,405	5,377	5,387	9,598	
<b>Total Average Qualified Circulation - Digital Replica</b>		<b>5,153</b>		<b>5,405</b>	<b>5,377</b>	<b>5,387</b>	<b>9,598</b>	
<b>Total Average Circulation - Digital Replica</b>	<b>1,376</b>	<b>6,530</b>	<b>1,379</b>	<b>6,781</b>	<b>6,753</b>	<b>6,765</b>	<b>10,975</b>	<b>1,377</b>
<b>Total Average Circulation - Print &amp; Digital Replica</b>	<b>1,112,615</b>	<b>590,085</b>	<b>553,693</b>	<b>571,966</b>	<b>571,495</b>	<b>569,480</b>	<b>683,799</b>	<b>656,383</b>

<b>1C. THE NEW YORK TIMES - DIGITAL NONREPLICA</b>								
<b>Paid Circulation</b>								
Restricted Access Website	863,507	862,351	861,358	862,020	862,436	862,847	863,093	863,164
eReaders without Advertising	33,799	32,856	32,867	32,863	32,851	32,838	32,859	32,867
Tablet	76,009	69,945	71,478	70,676	69,596	69,215	68,759	71,220
Mobile/Smartphones	143,852	146,309	149,496	148,639	148,330	143,873	141,205	138,318
<b>Total Average Paid Circulation - Digital Nonreplica</b>	<b>1,117,167</b>	<b>1,111,461</b>	<b>1,115,199</b>	<b>1,114,198</b>	<b>1,113,213</b>	<b>1,108,773</b>	<b>1,105,916</b>	<b>1,105,569</b>
<b>Qualified Circulation</b>								
Restricted Access Website	168,377	212,803	212,895	214,583	216,559	217,635	202,342	160,652
Tablet	58,241	56,703	58,721	57,448	56,638	55,614	55,093	55,790
Mobile/Smartphones	122,766	130,559	134,543	131,700	131,702	128,670	126,180	119,351
<b>Total Average Qualified Circulation - Digital Nonreplica</b>	<b>349,384</b>	<b>400,065</b>	<b>406,159</b>	<b>403,731</b>	<b>404,899</b>	<b>401,919</b>	<b>383,615</b>	<b>335,793</b>
<b>Total Average Circulation - Digital Nonreplica</b>	<b>1,466,551</b>	<b>1,511,526</b>	<b>1,521,358</b>	<b>1,517,929</b>	<b>1,518,112</b>	<b>1,510,692</b>	<b>1,489,531</b>	<b>1,441,362</b>
<b>TOTAL AVERAGE CIRCULATION - PRINT &amp; DIGITAL REPLICA AND NONREPLICA</b>	<b>2,579,166</b>	<b>2,101,611</b>	<b>2,075,051</b>	<b>2,089,895</b>	<b>2,089,607</b>	<b>2,080,172</b>	<b>2,173,330</b>	<b>2,097,745</b>

<b>1D. INTERNATIONAL NEW YORK TIMES - PRINT</b>								
<b>Paid Circulation</b>								
<b>Individually Paid Circulation</b>								
Home Delivery and Mail		42,085	42,036	42,057	42,013	42,183	42,134	42,228
<b>Total Average Individually Paid Circulation</b>		<b>42,085</b>	<b>42,036</b>	<b>42,057</b>	<b>42,013</b>	<b>42,183</b>	<b>42,134</b>	<b>42,228</b>
<b>Business/Traveler Paid Circulation</b>								
Hotel Distribution - Room/Lobby Copies		37,011	37,057	37,035	36,942	37,026	36,996	37,062
<b>Total Average Business/Traveler Paid Circulation</b>		<b>37,011</b>	<b>37,057</b>	<b>37,035</b>	<b>36,942</b>	<b>37,026</b>	<b>36,996</b>	<b>37,062</b>
<b>Total Average Paid Circulation - Print</b>		<b>79,096</b>	<b>79,093</b>	<b>79,092</b>	<b>78,955</b>	<b>79,209</b>	<b>79,130</b>	<b>79,290</b>
<b>Qualified Circulation</b>								
<b>Single Copy</b>								
Educational Copies		214	213	216	224	213	203	29
Retail/Business		56,680	56,817	56,930	57,103	57,094	55,456	84,742
<b>Total Average Single Copy</b>		<b>56,894</b>	<b>57,030</b>	<b>57,146</b>	<b>57,327</b>	<b>57,307</b>	<b>55,659</b>	<b>84,771</b>
<b>Total Average Qualified Circulation - Print</b>		<b>56,894</b>	<b>57,030</b>	<b>57,146</b>	<b>57,327</b>	<b>57,307</b>	<b>55,659</b>	<b>84,771</b>
<b>Total Average Circulation - Print</b>		<b>135,990</b>	<b>136,123</b>	<b>136,238</b>	<b>136,282</b>	<b>136,516</b>	<b>134,789</b>	<b>164,061</b>

**2. TOTAL AVERAGE CIRCULATION BY Market (Optional)**

3. CIRCULATION BY STATES BASED ON SEPTEMBER 11, 2015 ISSUE - THE NEW YORK TIMES (Fri):

STATE	Paid Circulation	Qualified Circulation	Total Circulation
Alabama	1,215	709	1,924
Arizona	8,385	272	8,657
Arkansas	276	418	694
California	66,899	5,215	72,114
Colorado	8,276	325	8,601
Connecticut	30,680	205	30,885
Delaware	1,436	58	1,494
District of Columbia	10,802	890	11,692
Florida	45,575	2,661	48,236
Georgia	7,955	2,137	10,092
Idaho	293	28	321
Illinois	20,078	1,640	21,718
Indiana	3,263	785	4,048
Iowa	752	238	990
Kansas	742	155	897
Kentucky	1,243	419	1,662
Louisiana	1,795	737	2,532
Maine	2,143	329	2,472
Maryland	13,242	395	13,637
Massachusetts	25,266	1,788	27,054
Michigan	10,374	1,452	11,826
Minnesota	5,233	1,154	6,387
Mississippi	182	62	244
Missouri	4,105	2,060	6,165
Montana	41		41
Nebraska	312	876	1,188
Nevada	1,811	178	1,989
New Hampshire	2,082	119	2,201
New Jersey	62,088	1,531	63,619
New Mexico	2,428	50	2,478
New York	202,420	14,453	216,873
North Carolina	7,678	702	8,380
North Dakota	58	5	63
Ohio	10,368	2,228	12,596
Oklahoma	458	69	527

STATE	Paid Circulation	Qualified Circulation	Total Circulation
Oregon	6,319	843	7,162
Pennsylvania	19,795	4,773	24,568
Rhode Island	3,176	331	3,507
South Carolina	2,518	522	3,040
South Dakota	23		23
Tennessee	3,042	508	3,550
Texas	16,547	1,904	18,451
Utah	1,602	1,492	3,094
Vermont	1,509	216	1,725
Virginia	10,059	608	10,667
Washington	11,954	965	12,919
West Virginia	134	69	203
Wisconsin	5,449	323	5,772
Wyoming	164	4	168
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>642,245</b>	<b>56,901</b>	<b>699,146</b>
Alaska	74	4	78
Hawaii	465	204	669
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>539</b>	<b>208</b>	<b>747</b>
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>642,784</b>	<b>57,109</b>	<b>699,893</b>
Poss. & Other Areas	88		88
<b>U.S. &amp; POSS., etc.</b>	<b>642,872</b>	<b>57,109</b>	<b>699,981</b>
Canada	2009	19	2,028
International	538		538
Other Unclassified			
Military or Civilian			
Personnel Overseas			
<b>TOTAL PRINT</b>	<b>645,419</b>	<b>57,128</b>	<b>702,547</b>
Digital Replica	1,371	36,948	38,319
Digital Nonreplica	1,105,272	388,955	1,494,227
<b>GRAND TOTAL</b>	<b>1,752,062</b>	<b>483,031</b>	<b>2,235,093</b>

3. CIRCULATION BY STATES BASED ON SEPTEMBER 13, 2015 ISSUE - THE NEW YORK TIMES (Sun):

STATE	Paid Circulation	Qualified Circulation	Total Circulation
Alabama	2,531	54	2,585
Arizona	15,204	314	15,518
Arkansas	1,045	42	1,087
California	117,235	3,568	120,803
Colorado	17,350	353	17,703
Connecticut	50,895	139	51,034
Delaware	2,907	12	2,919
District of Columbia	14,943	274	15,217
Florida	73,591	1,245	74,836
Georgia	14,848	247	15,095
Idaho	1,051	34	1,085
Illinois	35,646	697	36,343
Indiana	6,476	198	6,674
Iowa	2,649	39	2,688
Kansas	2,752	95	2,847
Kentucky	2,654	81	2,735
Louisiana	4,181	61	4,242
Maine	5,294	29	5,323
Maryland	26,311	197	26,508
Massachusetts	46,267	497	46,764
Michigan	18,064	232	18,296
Minnesota	13,193	112	13,305
Mississippi	529	107	636
Missouri	8,317	124	8,441
Montana	248	4	252
Nebraska	1,466	24	1,490
Nevada	2,984	195	3,179
New Hampshire	4,330	28	4,358
New Jersey	97,586	623	98,209
New Mexico	5,656	79	5,735
New York	283,345	6,170	289,515
North Carolina	16,986	241	17,227
North Dakota	203	5	208
Ohio	20,526	303	20,829
Oklahoma	2,004	59	2,063

STATE	Paid Circulation	Qualified Circulation	Total Circulation
Oregon	12,588	274	12,862
Pennsylvania	39,950	287	40,237
Rhode Island	6,201	27	6,228
South Carolina	5,753	84	5,837
South Dakota	298	17	315
Tennessee	6,613	169	6,782
Texas	30,304	1,183	31,487
Utah	3,302	54	3,356
Vermont	4,583	54	4,637
Virginia	21,600	436	22,036
Washington	21,131	607	21,738
West Virginia	860	13	873
Wisconsin	10,282	153	10,435
Wyoming	328	11	339
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>1,083,060</b>	<b>19,851</b>	<b>1,102,911</b>
Alaska	714	5	719
Hawaii	1,947	82	2,029
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>2,661</b>	<b>87</b>	<b>2,748</b>
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>1,085,721</b>	<b>19,938</b>	<b>1,105,659</b>
Poss. & Other Areas	141		141
<b>U.S. &amp; POSS., etc.</b>	<b>1,085,862</b>	<b>19,938</b>	<b>1,105,800</b>
Canada	15,650		15,650
International	696		696
Other Unclassified			
Military or Civilian			
Personnel Overseas	10		10
<b>TOTAL PRINT</b>	<b>1,102,218</b>	<b>19,938</b>	<b>1,122,156</b>
Digital Replica	1,370		1,370
Digital Nonreplica	1,116,315	349,109	1,465,424
<b>GRAND TOTAL</b>	<b>2,219,903</b>	<b>369,047</b>	<b>2,588,950</b>

# NOTES

## REPORT ENDING DATE

September 27, 2015

## CREDIT AND ARREARS ALLOWANCE

Included in Individually Paid Home Delivery and Mail is an average of the following:

	Total
Sunday	4,734
Daily	3,207

These copies were served to subscribers that ordered delivery directly with and were billed by the newspaper and for which payment was not received and/or short-term arrears copies served to subscribers whose term has expired.

## QUALIFIED RETAIL/BUSINESS

Included in Qualified Retail/Business are copies distributed through publisher-maintained venues. Verification is made of distribution to location only, and not of actual pick-up.

## ADVERTISING POLICY

Publisher's declared policy is as follows:

The Real Estate and Metropolitan Sections (Sunday) are distributed in the Greater New York Area (approximate 75 mile radius) plus the following adjacent areas outside Greater New York Area: In New Jersey, the balance of the state; in Connecticut, the balance of the state except for Tolland and Windham counties; in New York, the counties of Albany, Cayuga, Clinton, Columbia, Essex, Franklin, Fulton, Greene, Hamilton, Herkimer, Madison, Montgomery, Oneida, Onondaga, Oswego, Otsego, Rensselaer, Saratoga, Schenectady, Schoharie, Warren and Washington; in Pennsylvania, the city of Philadelphia and the counties of Bucks, Chester, Delaware and Montgomery; Southern Vermont; Berkshire County in Massachusetts.

The New Jersey Real Estate is integrated with the regular Real Estate, and is distributed in all of New Jersey; in Pennsylvania, the city of Philadelphia and the counties of Bucks, Chester, Delaware, Montgomery and Pike; in New York, part of Ulster County and the counties of Orange, Richmond (Staten Island) and Rockland.

The Long Island Real Estate is integrated with the regular Real Estate, and is distributed in the Boroughs of Brooklyn and Queens in New York City and Nassau and Suffolk Counties in New York.

The Westchester/Connecticut Real Estate is integrated with the regular Real Estate and is distributed in the northern Bronx, parts of Ulster County and the counties of Albany, Cayuga, Clinton, Columbia, Dutchess, Essex, Franklin, Fulton, Greene, Hamilton, Herkimer, Madison, Montgomery, Oneida, Onondaga, Oswego, Otsego, Putnam; Rensselaer, Saratoga, Schenectady, Schoharie, Sullivan, Warren, Washington and Westchester in New York; Berkshire County in Massachusetts; southern Vermont; and all of Connecticut, except for Tolland and Windham County.

The Manhattan Real Estate is integrated with the regular Real Estate and is distributed in Manhattan and the southern Bronx.

The Westchester Metropolitan section (Sunday) is distributed in the northern Bronx, parts of Ulster County and the counties of Albany, Cayuga, Clinton, Columbia, Dutchess, Essex, Franklin, Fulton, Greene, Hamilton, Herkimer, Madison, Montgomery, Oneida, Onondaga, Oswego, Otsego, Putnam; Rensselaer, Saratoga, Schenectady, Schoharie, Sullivan, Warren, Washington and Westchester in New York; Berkshire County in Massachusetts; and southern Vermont. Advertising is sold separately.

The Connecticut Metropolitan section (Sunday) is distributed in Connecticut, except for Tolland and Windham Counties. Advertising is sold separately.

The New Jersey Metropolitan section (Sunday) is distributed in all of New Jersey; in Pennsylvania, the city of Philadelphia and the counties of Bucks, Chester, Delaware, Montgomery and Pike; in New York, part of Ulster County and the counties of Orange, Richmond (Staten Island) and Rockland. Advertising is sold separately.

The Long Island Metropolitan section (Sunday) is distributed in Nassau and Suffolk Counties in Long Island. Advertising is sold in conjunction with the Queens Metropolitan and covers Nassau, Suffolk and Queens Counties in New York.

The City Metropolitan Section (Sunday) is distributed in Manhattan, the lower Bronx, and Brooklyn. The City Metropolitan, as it appears in Queens (Queens Metropolitan), is distributed in Queens and includes the Long Island Metropolitan advertising.

Distribution of the above sections on September 20, 2015 was:

### REAL ESTATE:

New Jersey 128,468  
 Long Island 120,908  
 Westchester/Connecticut 142,005  
 Regular 116,982  
 TOTAL 508,363

### WEEKLY:

New Jersey Weekly 128,468  
 City Weekly 116,982  
 Long Island Weekly 120,908  
 Westchester Weekly 81,631  
 Connecticut Weekly 60,374  
 TOTAL 508,363

## Publishing Plans

<b>The New York Times</b>	Frequency: Daily Delivery Vehicle(s): Print, online, mobile Primary Circulation Classification: Paid Print editions are distributed in broadsheet format. Digital Nonreplica subscriptions are sold for display of select newspaper content on personal computers, tablets, mobile/smartphones and eReaders. Nonreplica copies derived from usage rules, both Paid and Qualified, were determined on the basis of daily usage. Website(s): www.nytimes.com
<b>International New York Times</b>	Frequency: Monday through Saturday Delivery Vehicle(s): Print Circulation Classification: Paid Unique Print Subscriber Percent: 100.0%

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We certify that to the best of our knowledge all data set forth in this Quarterly Data Report are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Parent Company: New York Times Company

CLAY FISHER  
Senior Vice-President, Consumer Marketing

ARTHUR O. SULZBERGER, Jr.  
Publisher