

News About The New York Times Company

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For Immediate Release

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THE NEW YORK TIMES ON THE WEB

NEWSPAPER ESTABLISHES INTERNET PRESENCE

NEW YORK, Jan. 22 -- The New York Times today announced its arrival on the Internet with the launch of a major site on the World Wide Web. The site, The New York Times on the Web, is part of a broad strategy to extend the newspaper's reach and create new editorial and business opportunities in electronic media.

The Internet site (<http://www.nytimes.com>) includes content from The Times, original material, and archival and interactive features intended to appeal to new audiences as well as Times readers. The site combines The Times's distinctive graphic look with multimedia dimensions, offering the best of traditional and new media to a worldwide community.

"Our site is designed to take full advantage of the evolving capabilities offered by the Internet. At the same time, we see our role on the Web as being similar to our traditional, print role -- to act as a thoughtful, unbiased filter and to provide to our customers information they need and can trust," said Arthur Sulzberger, Jr., publisher of The New York Times.

Using the contents of The Times as its foundation, the site also brings its users the depth of the Times archives, the immediacy of news updates, and the opportunity to interact in online forums with prominent hosts.



“We’ve leveraged the dynamic and interactive nature of the medium to bring a new experience to people who value the editorial integrity of The New York Times,” said Martin Nisenholtz, president of The New York Times Electronic Media Company. “And in creating this new service, we’ve effectively extended the reach of The Times to a worldwide constituency.”

Coverage of information technology is supplemented by material created for the Web site in a daily section called CyberTimes. Other featured sections include the Front Page, Editorial and Op-Ed, Politics, Arts & Leisure and Travel. The Times crossword puzzle will also be available in an interactive format.

A powerful but user-friendly search function will allow job seekers and home buyers to access help-wanted and real estate classified advertisements that appear in the Sunday and daily newspaper. Times advertisers will benefit from the additional exposure for their ads, beyond the New York region.

Display advertising positions are available throughout the site, and can link either to advertisers’ own home pages or to marketers’ messages hosted on The Times site. Rates for these advertisements are based on a cost per ad view or impression. Additionally, The Times is offering a yearlong advertising and research program that will focus on ways to increase the effectiveness of advertising in this medium. Charter advertisers on the site include Toyota Motor Corporate Services, Chemical Bank, and Douglas Elliman.

There will be no access charge domestically to The New York Times on the Web at launch, but first-time users will be required to register. For users visiting the site from outside the United States, it will be a paid subscription service, with a 30-day free trial following registration.

Two premium services will soon be offered by The Times on the Web: The New York Times Archives, a searchable database of Times articles that is designed for consumer use, and The New York Times Clipper, which enables subscribers to create a personal daily clipping service of Times articles that are delivered via e-mail. Home delivery subscribers of the newspaper will be offered the clipping service at a discounted rate.

The New York Times Electronic Media Company, a wholly owned subsidiary of The New York Times Company, was founded in 1995 to develop new products and distribution channels for The Times. In addition to developing The New York Times on the Web, it also produces @times, the newspaper's service on America Online.

The New York Times Company is a diversified media company with 1994 revenues of \$2.4 billion. The Company publishes The New York Times, The Boston Globe and 21 regional newspapers and owns a one-half interest in the International Herald Tribune; operates news, photo and graphic services, news and feature syndicates and various electronic publishing activities; publishes 10 sports/leisure magazines; operates six network-affiliated television stations and two radio stations and has minority interests in one newsprint mill and one supercalendered paper mill.

The Class A Common Stock is listed on the American Stock Exchange under the symbol NYT.A.

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