| NE | V | 12 |  | S | E |  |  | $\begin{aligned} & \text { ECENT } \\ & \text { RICE } \end{aligned}$ | $8.9$ | $\begin{array}{\|l\|} \hline \text { P/E } \\ \text { RATIC } \end{array}$ | $17$ | $\text { (Trailin } \begin{aligned} & \text { Media } \end{aligned}$ | $\begin{aligned} & \text { ng: } 14.1 \\ & \text { an: } 22.0) \end{aligned}$ | $\begin{aligned} & \text { RELATIVE } \\ & \text { PIE RATIC } \end{aligned}$ | $1.0$ | $\begin{aligned} & \hline \text { DIV'D } \\ & \text { YLD } \end{aligned}$ |  |  | ALUE LINE |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| TIMELIN | $\text { NESS } 4$ | Lowered 1 | 1/9/12 | High: Low: | 48.0 35.5 | 53.0 38.6 | 49.1 42.2 | 49.2 38.5 | 40.9 26.1 | $\begin{aligned} & 29.0 \\ & 21.5 \end{aligned}$ | $\begin{aligned} & \hline 26.9 \\ & 16.0 \end{aligned}$ | $\begin{array}{r} 21.1 \\ 4.9 \end{array}$ | $\begin{array}{r} 12.8 \\ 3.4 \end{array}$ | $\begin{array}{r} 14.9 \\ 7.1 \end{array}$ | $\begin{array}{r\|} \hline 11.7 \\ 5.5 \end{array}$ | $\begin{array}{r} 11.1 \\ 5.9 \end{array}$ |  |  | Target Pri $2015 \mid 20$ | Range 2017 |
| SAFET | 3 | Raised 5/1 |  | $\begin{array}{\|l\|} \hline \text { LEGEN } \\ \hline \end{array}$ | $\overline{0 S}$ "Cash |  |  |  |  |  |  |  |  |  |  |  |  |  |  | $-64$ |
| TECHNIC BETA 1 | $\begin{aligned} & \text { CAL } 3 \\ & .20 \quad(1.00= \end{aligned}$ | Lowered <br> = Market) |  | ... R Options: Shaded | lative Pr <br> es <br> areas in | Strength <br> ate recess | S- |  |  |  |  |  |  |  |  |  |  |  |  | 64 -48 -40 |
|  | 5-17 PRO | JJECTIO | NS | $17 \mathrm{Tl\mid}$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 32 |
|  | Price | A | n'l Total |  |  | $\bullet$ |  |  |  |  |  |  |  |  |  |  |  |  |  | 24 |
|  | Price | ain |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 20 |
| High Low |  | \%\%) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 16 |
| Inside | Decis | ons |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 12 |
| to Buy | M A M $002$ | J J A | $\begin{array}{lll}\mathbf{S} & 0 & \mathrm{~N} \\ 0 & 0 & 0\end{array}$ |  |  |  |  |  |  |  |  |  |  | 111 |  | - |  |  |  | -8 |
| $\begin{aligned} & \text { to Buy } \\ & \text { Options } \end{aligned}$ | $\begin{array}{lll} 0 & 0 & 2 \\ 0 & 0 & 0 \end{array}$ | $\begin{array}{lll}0 & 0 & 0 \\ 0 & 0 & 0 \\ 0 & 0\end{array}$ | llll $\begin{array}{llll}0 & 0 & 0 \\ 0 & 0 & 0 \\ 0 & 0 & \end{array}$ |  |  |  |  |  |  |  |  |  | \|l| |  | , | 1,1 |  |  |  | -6 |
| to Sell | 000 | 000 | 000 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | RETURN 12/12 |  |
| Institut | ${ }_{102012}$ | ecision 202012 77 | $3 Q 2012$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $\begin{aligned} & \text { to Buy } \\ & \text { to Sell } \end{aligned}$ | $\begin{aligned} & 80 \\ & 62 \end{aligned}$ | $\begin{aligned} & 77 \\ & 73 \end{aligned}$ |  | shares | $12$ |  |  |  |  |  |  |  |  |  |  |  |  | 1 yr. 3 yr. | $\begin{array}{rr} 10.3 & 17.4 \\ -31.0 & 40.1 \end{array}$ |  |
| Hld's(00) |  |  |  |  |  |  |  |  |  |  |  |  | ل |  |  |  |  | 5 yr . | $\begin{array}{ll}-48.8 & 40.9\end{array}$ |  |
| 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |  | E LINE PUB. LL | 15-17 |
| 13.38 | 14.83 | 16.17 | 18.01 | 21.49 | 19.91 | 20.23 | 21.53 | 22.61 | 23.23 | 22.87 | 22.23 | 20.51 | 16.98 | 15.94 | 15.72 | 12.90 | 13.25 | Sales | sh | 14.00 |
| 1.67 | 2.26 | 2.61 | 2.92 | 3.62 | 2.97 | 3.02 | 2.98 | 3.01 | 2.60 | 2.35 | 2.29 | 1.45 | . 94 | 1.52 | 1.40 | 1.20 | 1.35 | "Cash | ow" per sh | 1.60 |
| . 92 | 1.33 | 1.49 | 1.73 | 2.10 | 1.60 | 1.98 | 1.96 | 1.96 | 1.60 | 1.18 | . 97 | . 44 | . 01 | . 71 | . 63 | . 55 | . 60 | Earni | per sh A | . 75 |
| . 29 | . 32 | . 37 | . 42 | . 45 | . 50 | . 54 | . 57 | . 61 | . 65 | . 69 | . 87 | . 75 |  | - |  |  | Nil | Div'ds | ecl'd per sh B | Nil |
| 1.08 | . 79 | . 45 | . 42 | . 53 | . 60 | 1.06 | . 81 | 1.05 | 1.52 | 2.31 | 2.65 | 1.16 | . 36 | 22 | . 30 | . 30 | . 30 | Cap' | ending per sh | . 30 |
| 8.31 | 8.94 | 8.43 | 8.33 | 7.89 | 7.59 | 8.34 | 9.29 | 9.59 | 10.44 | 5.70 | 6.81 | 3.50 | 4.20 | 4.40 | 3.43 | 4.00 | 4.55 | Book | ue per sh C | 6.45 |
| 195.41 | 193.26 | 181.61 | 173.82 | 162.37 | 151.46 | 152.22 | 149.88 | 146.11 | 145.19 | 143.86 | 143.73 | 143.80 | 143.69 | 150.12 | 147.85 | 148.00 | 149.00 | Comm | Shs Outst'g D | 150.00 |
| 17.5 | 18.5 | 22.0 | 21.3 | 19.2 | 26.6 | 23.6 | 23.2 | 22.2 | 20.3 | 20.8 | 23.0 | 33.1 | NMF | 13.7 | 13.2 | 14.2 |  | Avg | IP/E Ratio | 17.5 |
| 1.10 | 1.07 | 1.14 | 1.21 | 1.25 | 1.36 | 1.29 | 1.32 | 1.17 | 1.08 | 1.12 | 1.22 | 1.99 | NMF | . 87 | . 83 | . 90 |  | Relativ | P/E Ratio | 1.15 |
| 1.8\% | 1.3\% | 1.1\% | 1.1\% | 1.1\% | 1.2\% | 1.2\% | 1.3\% | 1.4\% | 2.0\% | 2.8\% | 3.9\% | 5.1\% | -- | -- | -- | -- |  | Avg An | I Div'd Yield | Nil |
| CAPITAL STRUCTURE as of 9/23/12 <br> Total Debt $\$ 777.0$ mill. Due in 5 Yrs $\$ 550.0$ mill. <br> LT Debt $\$ 701.7$ mill. LT Interest $\$ 85.0$ mill. <br> (Total interest coverage: 2.7 x ) ( $60 \%$ of Cap'l) |  |  |  |  |  | 3079.0 | 3227.2 | 3303.6 | 3372.8 | 3289.9 | 3195.1 | 2948.9 | 2440.4 | 2393.5 | 2323.4 | 1915 | 1975 | Sales |  | 2100 |
|  |  |  |  |  |  | 22.7\% | 21.3\% | 19.9\% | 14.9\% | 14.1\% | 14.3\% | 10.2\% | 10.9\% | 15.8\% | 14.9\% | 15.2\% | 15.5\% | Opera | M Margin | 17.5\% |
|  |  |  |  |  |  | 153.3 | 147.7 | 146.8 | 143.8 | 169.9 | 189.6 | 144.4 | 133.7 | 121.0 | 116.5 | 100 | 110 | Depre | tion (\$mill) | 130 |
|  |  |  |  |  |  | 305.9 | 299.5 | 292.6 | 233.6 | 167.7 | 138.9 | 64.3 | 1.6 | 107.7 | 91.0 | 81.0 | 90.0 | Net Pro | (\$mill) | 110 |
| Leases, Uncapitalized Annual rentals $\$ 10.2$ mill. |  |  |  |  |  | 37.6\% | 39.1\% | 38.5\% | 44.8\% | 36.2\% | 40.1\% | 48.8\% | 58.4\% | 38.7\% | 37.5\% | 38.0\% | 38.0\% | Incom | ax Rate | 38.0\% |
| Pension Assets-12/11 \$1.46 bill. Oblig. $\$ 2.26$ bill. |  |  |  |  |  | 9.9\% | 9.3\% | 8.9\% | 6.9\% | 5.1\% | 4.3\% | 2.2\% | .1\% | 4.5\% | 3.9\% | 4.2\% | 4.6\% | Net Pr | Margin | 5.2\% |
|  |  |  |  |  |  | d172.6 | d157.1 | d505.9 | d408.7 | d543.7 | d311.2 | d409.0 | . 1 | 352.8 | 235.3 | 625 | 700 | Work | Cap'I (\$mill) | 930 |
| Pfd Stock None Common Stock 147,677,343 Class A shs. ( 818,385 Class B shs; elect $70 \%$ of directors.) as of 10/26/12 |  |  |  |  |  | 728.8 | 725.7 | 393.6 | 822.0 | 795.0 | 672.0 | 573.8 | 769.2 | 996.4 | 698.2 | 600 | 600 | Long | m Debt (\$mill) | 600 |
|  |  |  |  |  |  | 1269.3 | 1392.2 | 1400.5 | 1516.2 | 819.8 | 978.2 | 504.0 | 604.0 | 659.9 | 506.4 | 590 | 675 | Shr. | ity (\$mill) | 965 |
|  |  |  |  |  |  | 16.2\% | 15.0\% | 17.1\% | 10.8\% | 11.4\% | 9.6\% | 8.2\% | 3.1\% | 8.9\% | 10.8\% | 7.0\% | 7.0\% | Return | Total Cap'l | 7.0\% |
|  |  |  |  |  |  | 24.1\% | 21.5\% | 20.9\% | 15.4\% | 20.5\% | 14.2\% | 12.8\% | .3\% | 16.3\% | 18.0\% | 13.5\% | 13.5\% | Return | Shr. Equity | 11.5\% |
| MARKET CAP: $\$ 1.3$ billion (Mid Cap) |  |  |  |  |  | 17.8\% | 15.4\% | 14.5\% | 9.2\% | 8.2\% | 1.4\% | NMF | .3\% | 16.3\% | 18.0\% | 13.5\% | 13.5\% | Retain | to Com Eq | 11.5\% |
| CURRENT POSITON <br> (\$MILL.) 2010 2011 $9 / 23 / 12$ |  |  |  |  |  | 26\% | 29\% | 31\% | 40\% | 60\% | 90\% | NMF | -- | .- |  |  | Nil | All Di | to Net Prof | Nil |


| LL.) |  |  |  |
| :---: | :---: | :---: | :---: |
| Cash Assets | 399.6 | 307.6 | 388.5 |
| Receivables | 302.3 | 288.4 | 195.5 |
| Inventory (LIFO) | 16.1 | 21.1 | 13.9 |
| Other | 139.2 | 131.5 | 122.9 |
| Current Assets | 857.2 | 748.6 | 720.8 |
| Accts Payable | 114.0 | 103.9 | 94.3 |
| Debt Due |  | 74.9 | 75.3 |
| Other | 390.4 | 334.5 | 293.5 |
| Current Liab. | 504.4 | 513.3 | 463.1 |


| ANNUAL RATES | Past | Past | Est'd '09-'11 |
| :--- | ---: | :---: | :---: |
| of change (per sh) | 10 Yrs. | 5 Yrs. | to'15.17 |
| Sales | $-2.0 \%$ | $-6.5 \%$ | $-1.5 \%$ |
| "Cash Flow" | $-8.5 \%$ | $-13.5 \%$ | $4.5 \%$ |
| Earnings | $-13.0 \%$ | $-22.0 \%$ | $11.0 \%$ |
| Dividends | $-6.5 \%$ | $-14.0 \%$ | $9.0 \%$ |
| Book Value | -6.0 | -14 |  |


| Cal- <br> endar | QUARTERLY SALES(\$ mill.) <br> Mar.Per Jun.Per Sep.Per Dec.Per |  |  |  | Full <br> Year |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 2009 | 607.1 | 582.7 | 569.5 | 681.1 | 2440.4 |
| 2010 | 587.9 | 589.6 | 554.3 | 661.7 | 2393.5 |
| 2011 | 566.5 | 576.7 | 537.2 | 643.0 | 2323.4 |
| 2012 | 499.4 | 515.2 | 449.0 | 451.4 | 1915 |
| 2013 | 490 | 500 | 500 | 485 | 1975 |
| Cal- | EARNINGS PER SHAREA |  |  |  | Full |
| endar | Mar.Per Jun.Per Sep.Per Dec.Per | Year |  |  |  |
| 2009 | d.52 | .27 | d.24 | .50 | .01 |
| 2010 | .08 | .21 | d.03 | .45 | .71 |
| 2011 | .02 | .14 | .04 | .43 | .63 |
| 2012 | .09 | .14 | d.02 | .34 | .55 |
| 2013 | .05 | .15 | .05 | .35 | .60 |


| 2013 | . 05 | . 15 | . 05 | . 35 | . 60 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Calendar | QUARTERLY DIVIDENDS PAID B |  |  |  | Full |
|  | Mar. 31 Jun. 30 Sep. 30 Dec. 31 |  |  |  | Year |
| 2009 |  |  |  |  |  |
| 2010 | NO CASH DIVIDENDS |  |  |  |  |
| 2011 | BEING PAID |  |  |  |  |

BUSINESS: The New York Times Co. is a global multimedia news and information company. Principal properties incl: The New York Times (daily circulation: 1.32 mill; Sunday: 1.78 million) and The Boston Globe (daily circulation: 206,900; Sunday: 354,800). Sold magazine group $4 / 01$. Acq. About.com, 3/05. Owns nine networkaffiliated TV stations. Sold radio stations in 12/09. Owns New York
The New York Times Company likely posted tough comparisons in the fourth quarter. Full-year results were scheduled to be released after we went to press with this report. Even though the media conglomerate has benefited from solid gains from digital revenues (discussed below), a more difficult advertising environment and higher operating expenses have weighed on the newspaper company over the past few quarters. Se quentially, revenues probably came in flat during the final quarter. Although earnings likely returned to the black in the December period, the bottom line probably slumped on a year-over-year basis.
We look for a partial rebound this year. In all, share net ought to regain 5\%$10 \%$, on a $3 \%$ top-line advance in 2013. At the end of last year, the company completed the sale of the About Group and divested its interest in Linkedln. Management may consider other divestitures as it continues to shift its portfolio. These moves should help the company free up its resources to focus on other parts of its business.
The Times' digital investments ought

Times Digital, incl. NYTimes.com. Has 7,273 employees. Ochs family trust and directors hold $90.7 \%$ of Class B, and $6.7 \%$ of Class A. Carlos Slim Helu owns $17.1 \%$ of Class A; T Rowe Price, $7.2 \%$; Fairpoint, 10.6\%; BlackRock, 6.4\% (3/12 proxy). Chairman/CEO: Arthur O. Sulzberger, Jr. Address: 620 Eighth Ave., New York, NY 10018. Telephone: 212-556-1234. Internet: www.nytco.com.
to help boost totals. The company will likely continue to invest heavily in its online platform. Digital complements to its printed publications have helped spur circulation rates over the last few months. NYT has monetized its online presence, namely through the paywalls it instituted in 2011 at The New York Times and Boston Globe Web sites. And it plans to redesign some of its other Web pages moving forward. Moreover, it has launched several mobile applications, and plans to enter the e-book market. We expect the company will expand these technological offerings, as well. During the last quarter, the N.Y. Times launched a new site in Brazil, and may well focus on extending its global reach in the upcoming months. These shares are untimely, but by the same token NYT's fall from Wall Street's grace has widened its long-term recovery potential. Nevertheless, concerns regarding the newspaper publisher's prospects may sway the stock price (Beta: 1.20). Thus, conservative investors may want to wait on the sidelines until management's efforts take stronger hold. Orly Seidman

February 8, 2013

[^0]
[^0]:    A) Based on diluted shares. Excl. discontinued for acct.: '05, 184. Incl. accelerated depr. as of (D) In millions
    ops.: '01, \$1.52, '06, 17¢; '07, 69c. Excl. non- '07. Next earnings report due late April recurring gains/(losses): '01, (34¢), '02, (4¢); (B) Div'd suspended in March 2009. '03, 2¢; '06, (\$5.11); '07, (21c). Excl. charges $\begin{aligned} & \text { (C) Incl. intang. In '11: } \$ 506.5 \text { mill., } \$ 3.43 / \mathrm{sh} \text {. }\end{aligned}$

