

NEW YORK TIMES CO  
Form 4  
October 05, 2006

**FORM 4**

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Richieri Kenneth A

(Last) (First) (Middle)

THE NEW YORK TIMES  
COMPANY, 229 WEST 43RD  
STREET

(Street)

NEW YORK, NY 10036

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
NEW YORK TIMES CO [NYT]

3. Date of Earliest Transaction  
(Month/Day/Year)  
10/04/2006

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
VP and General Counsel

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |  |
| Class A Common Stock            | 10/04/2006                           |  | M                              | 10,106  | A \$ 19.2187  | 17,636   | D  |
| Class A Common Stock            | 10/04/2006                           |  | S                              | 7,500   | D \$ 22.41  | 10,136   | D  |
| Class A Common Stock            | 10/04/2006                           |  | S                              | 1,500   | D \$ 22.42  | 8,636  | D  |
| Class A Common Stock            | 10/04/2006                           |  | S                              | 500   | D \$ 22.43  | 8,136  | D  |



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- Right to buy Class A Common Stock under The New York Times Company's 1991 Executive Stock Incentive Plan. The option vests in
- (1) four equal annual installments beginning on the first anniversary of its grant date. The grant date for Option 1996 was December 19, 1996.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.