

NEW YORK TIMES CO  
Form DEFA14A  
March 12, 2010

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

**SCHEDULE 14A INFORMATION**

Proxy Statement Pursuant to Section 14(a) of  
the Securities Exchange Act of 1934 (Amendment No. )

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

**Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material under §240.14a-12

**THE NEW YORK TIMES COMPANY**

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required.

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Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

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Fee paid previously with preliminary materials.

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On March 12, 2010, The New York Times Company sent the following e-mail to its employees:

To Our Colleagues,

As we have done for the past few years, The New York Times Company is sending you its Annual Report and Proxy Statement over the Internet, including those of you who are participants in the Company's equity and employee benefits plans.

If you are a shareholder of our Company, you should have separately received these materials, with instructions on how to vote your shares. To the extent you participate in our 401(k) plans that invest in our Company stock, including the Company Stock Fund under The New York Times Companies Supplemental Retirement and Investment Plan, please note that you are a shareholder and you are entitled to instruct the trustee for the 401(k) plan to vote the shares of Company stock attributed to your account.

Your vote is an important way for you to participate in corporate democracy, an action we espouse for others and should live ourselves. Regardless of how many shares you own, or how you vote, please do cast your ballot.

To view the 2009 Annual Report and the 2010 Proxy Statement, please go to the Financials section of the Company's Web site at:

<http://www.nytc.com/investors/financials/index.html>

Paper copies are also available upon request. To request paper copies, please contact Corporate Communications at (212) 556-4317.

*Arthur & Janet*