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NEW YORK	TIMES CO										
Form 4	2012										
February 20,										PPROVAL	
FORM	4 UNITED 3	STATES	SECUR	ITIES A	ND EX(CHA	NGE (COMMISSION		FFNOVAL	
				hington,					Number:	3235-0287	
Check this box if no longer									Expires:	January 31,	
subject to Section 16. Form 4 or			F CHAN	GES IN I SECUR		[CIA]	LOW	NERSHIP OF	Estimated a burden hou response	irs per	
Form 5 obligation may cont <i>See</i> Instru 1(b).	ns Section 17(a) of the H	Public Ut		ing Com	ipany	Act of	e Act of 1934, f 1935 or Sectio 40	n		
(Print or Type F	Responses)										
			2. Issuer Name and Ticker or Trading Symbol NEW YORK TIMES CO [NYT]					5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last)	(First) (N	Aiddle)	3. Date of	Earliest Tra	ansaction			(Chee	k an appneable	.)	
			(Month/Day/Year) 02/18/2013					Director 10% Owner Officer (give title below) Other (specify below) SVP & CFO			
	(Street)		4. If Amer	ndment, Dat	e Original			6. Individual or Jo	oint/Group Filin	ng(Check	
NEW YORI	K, NY 10018		Filed(Mon	th/Day/Year)				•	One Reporting Pe More than One Re		
(City)		(Zip)						Person			
(City)	(State)	(Zip)	Table	e I - Non-Do	erivative S	Securi	ities Acc	uired, Disposed of		-	
1.Title of Security (Instr. 3)		2. Transaction Date 2A. Deeme Month/Day/Year) Execution any (Month/Da		Date, if Transaction(A) or Disposed Code (D)			d of	Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Class A				Code V	Amount	(D)	Price	(Instr. 3 and 4)			
Class A Common Stock	02/18/2013			М	4,253	А	<u>(1)</u>	67,255	D		
Class A Common Stock	02/18/2013			D	4,253	D	\$ 8.99	63,002	D		
Class A Common Stock								2,518	I <u>(2)</u>	By 401(k) Plan	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transacti Code (Instr. 8)			6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amoun or Number of Shares
Cash-settled restricted stock unit (1)	\$ 8.99	02/18/2013		М		4,253	02/18/2013	02/18/2013	Class A Common Stock	4,253

Reporting Owners

Reporting Owner Name / Address	Relationships						
1	Director	10% Owner	Officer	Other			
FOLLO JAMES M THE NEW YORK TIMES COMPANY 620 EIGHTH AVENUE NEW YORK, NY 10018			SVP & CFO				
Signatures							
Kenneth A. Richieri, Attorney-in-fact for Follo	James M		02/20/2013				
** Signature of Reporting Person			Date				

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

The cash-settled restricted stock units granted on February 18, 2010 under The New York Times Company 1991 Executive Stock
 (1) Incentive Plan vested on February 18, 2013. Each cash-settled restricted stock unit entitles the holder to receive the cash equivalent of one share of Class A Common Stock based on the market value of Class A Common Stock at vesting.

Represents shares of Class A stock equivalents attributed to holdings in the Company Stock Fund of The New York Times Companies Supplemental Retirement and Investment Plan (the "401(k) Plan"), based on a plan statement dated as of December 31, 2012. The number

(2) Supplemental Kenement and investment that (the 401(k) that), based on a plan statement dated as of December 31, 2012. The number of shares was calculated by dividing the dollar value of the reporting person's holdings in such fund by the closing price of The New York Times Company Class A Common Stock on December 31, 2012.

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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.