

NEW YORK TIMES CO  
Form 4  
August 22, 2011

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
INMOBILIARIA CARSO S A DE C  
V

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) (Middle)  
LAGO ZURICH 245, PRESA  
FALCON, PISO 20, GRANADA  
AMPLIACION

3. Date of Earliest Transaction  
(Month/Day/Year)  
08/18/2011

\_\_\_\_ Director  
\_\_\_\_ Officer (give title below)  
\_\_\_\_ 10% Owner  
\_\_\_\_ Other (specify below)  
Affiliates - see Exhibit 99-1.

(Street)  
D.F., O5 11529

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

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

(City) (State) (Zip)

**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 Ownership (Instr. 4)
				(A) or (D)	Price		
Class A Common Shares (as defined in Exhibit 99.1 hereto)	08/18/2011		P	400	A \$ 6.83	10,050,400	D
Class A Common Shares	08/18/2011		P	400	A \$ 6.835	10,050,800	D
	08/18/2011		P	1,400	A \$ 6.84	10,052,200	D

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Class A Common Shares								
Class A Common Shares	08/18/2011	P	200	A	\$ 6.845	10,052,400	D	
Class A Common Shares	08/18/2011	P	4,000	A	\$ 6.85	10,056,400	D	
Class A Common Shares	08/18/2011	P	300	A	\$ 6.855	10,056,700	D	
Class A Common Shares	08/18/2011	P	800	A	\$ 6.86	10,057,500	D	
Class A Common Shares	08/18/2011	P	800	A	\$ 6.865	10,058,300	D	
Class A Common Shares	08/18/2011	P	7,100	A	\$ 6.87	10,065,400	D	
Class A Common Shares	08/18/2011	P	1,100	A	\$ 6.875	10,066,500	D	
Class A Common Shares	08/18/2011	P	5,000	A	\$ 6.88	10,071,500	D	
Class A Common Shares	08/18/2011	P	400	A	\$ 6.885	10,071,900	D	
Class A Common Shares	08/18/2011	P	2,600	A	\$ 6.89	10,074,500	D	
Class A Common Shares	08/18/2011	P	4,300	A	\$ 6.895	10,078,800	D	
Class A Common Shares	08/18/2011	P	107,000	A	\$ 6.9	10,185,800	D	
Class A Common Shares	08/18/2011	P	2,000	A	\$ 6.905	10,187,800	D	
Class A Common	08/18/2011	P	3,700	A	\$ 6.91	10,191,500	D	

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Shares							
Class A Common Shares	08/18/2011	P	800	A	\$ 6.915	10,192,300	D
Class A Common Shares	08/18/2011	P	2,000	A	\$ 6.92	10,194,300	D
Class A Common Shares	08/18/2011	P	300	A	\$ 6.925	10,194,600	D
Class A Common Shares	08/18/2011	P	750	A	\$ 6.93	10,195,350	D
Class A Common Shares	08/18/2011	P	2,400	A	\$ 6.94	10,197,750	D
Class A Common Shares	08/18/2011	P	400	A	\$ 6.945	10,198,150	D
Class A Common Shares	08/18/2011	P	2,500	A	\$ 6.95	10,200,650	D
Class A Common Shares	08/18/2011	P	400	A	\$ 6.955	10,201,050	D
Class A Common Shares	08/18/2011	P	4,000	A	\$ 6.96	10,205,050	D
Class A Common Shares	08/18/2011	P	2,100	A	\$ 6.965	10,207,150	D
Class A Common Shares	08/18/2011	P	2,500	A	\$ 6.97	10,209,650	D
Class A Common Shares	08/18/2011	P	3,500	A	\$ 6.98	10,213,150	D

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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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. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director 10% Owner Officer Other

INMOBILIARIA CARSO S A DE C V  
LAGO ZURICH 245, PRESA FALCON, PISO 20  
GRANADA AMPLIACION  
D.F., O5 11529

X

Affiliates - see Exhibit 99-1.

## Signatures

Eduardo Valdes Acra,  
Attorney-in-Fact

08/22/2011

\_\_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).

### Remarks:

This is the first part of a two - part filing on Form 4 by the Reporting Persons.

See attached Exhibit 99-1 to Form 4, which is hereby incorporated herein by reference.

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.