

NEW YORK TIMES CO  
Form 4  
August 24, 2011

**FORM 4**

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

OMB APPROVAL

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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

(Last) (First) (Middle)

LAGO ZURICH 245, PRESA  
FALCON, PISO 20, GRANADA  
AMPLIACION

(Street)

D.F., O5 1152

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
08/19/2011

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_X\_\_\_ 10% Owner  
\_\_\_ Officer (give title below) \_\_\_X\_\_\_ Other (specify below)

Affiliates - see Exhibit 99-1.

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_X\_ 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 Beneficial Ownership (Instr. 4)		
			Code	V	Amount	(D)	Price		
Class A Common Shares (as defined in Exhibit 99.1 hereto)	08/19/2011		P		16,500	A	\$ 6.6	10,619,500	D
Class A Common Shares	08/19/2011		P		3,300	A	\$ 6.61	10,622,800	D
Class A Common	08/19/2011		P		2,400	A	\$ 6.62	10,625,200	D

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Shares								
Class A Common Shares	08/19/2011	P	6,000	A	\$ 6.63	10,631,200	D	
Class A Common Shares	08/19/2011	P	7,700	A	\$ 6.64	10,638,900	D	
Class A Common Shares	08/19/2011	P	11,700	A	\$ 6.66	10,650,600	D	
Class A Common Shares	08/19/2011	P	83,524	A	\$ 6.67	10,734,124	D	
Class A Common Shares	08/19/2011	P	23,876	A	\$ 6.68	10,758,000	D	
Class A Common Shares	08/19/2011	P	200	A	\$ 6.6896	10,758,200	D	
Class A Common Shares	08/19/2011	P	100	A	\$ 6.6897	10,758,300	D	
Class A Common Shares	08/19/2011	P	100	A	\$ 6.6898	10,758,400	D	
Class A Common Shares	08/19/2011	P	15,000	A	\$ 6.69	10,773,400	D	
Class A Common Shares	08/19/2011	P	100	A	\$ 6.6992	10,773,500	D	
Class A Common Shares	08/19/2011	P	300	A	\$ 6.6993	10,773,800	D	
Class A Common Shares	08/19/2011	P	300	A	\$ 6.6994	10,774,100	D	
Class A Common Shares	08/19/2011	P	100	A	\$ 6.6995	10,774,200	D	
Class A Common Shares	08/19/2011	P	600	A	\$ 6.6997	10,774,800	D	

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Class A Common Shares	08/19/2011	P	400	A	\$ 6.6999	10,775,200	D
Class A Common Shares	08/19/2011	P	54,900	A	\$ 6.7	10,830,100	D
Class A Common Shares	08/19/2011	P	50,000	A	\$ 6.72	10,880,100	D
Class A Common Shares	08/19/2011	P	25,000	A	\$ 6.73	10,905,100	D
Class A Common Shares	08/19/2011	P	37,948	A	\$ 6.76	10,943,048	D
Class A Common Shares	08/19/2011	P	24,412	A	\$ 6.77	10,967,460	D
Class A Common Shares	08/19/2011	P	300	A	\$ 6.775	10,967,760	D
Class A Common Shares	08/19/2011	P	38,740	A	\$ 6.78	11,006,500	D
Class A Common Shares	08/19/2011	P	19,500	A	\$ 6.79	11,026,000	D
Class A Common Shares	08/19/2011	P	25,000	A	\$ 6.8	11,051,000	D
Class A Common Shares	08/19/2011	P	2,000	A	\$ 6.81	11,053,000	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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(9-02)

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

1. Title of Derivative Security	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8.
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