

SULZBERGER ARTHUR JR
 Form 4
 December 21, 2010

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL
 OMB Number: 3235-0287
 Expires: January 31, 2005
 Estimated average burden hours per response... 0.5

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 *
 SULZBERGER ARTHUR JR

(Last) (First) (Middle)

THE NEW YORK TIMES
 COMPANY, 620 8TH AVENUE

(Street)

NEW YORK, NY 10018

(City) (State) (Zip)

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

3. Date of Earliest Transaction
 (Month/Day/Year)
 12/20/2010

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)
 Chairman and Publisher

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 Ownership (Instr. 4) | | |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|------------------|-----------------------------|
| | | | Code | V | Amount | (A) or (D) | Price | | |
| Class A Common Stock | | | | | 1,423 ⁽¹⁾ | I | By 401(k) Plan | | |
| Class A Common Stock | 11/17/2010 | | G | V | 61,635 | D ⁽²⁾ | \$ 0 0 | I | See footnote ⁽³⁾ |
| Class A Common Stock | 11/17/2010 | | G | V | 6,882 | D | \$ 0 0 | I | See footnote ⁽⁴⁾ |
| Class A Common | 12/20/2010 | | F | | 14,856 | D | \$ 64,899 ⁽⁵⁾ 9.8 | D ⁽⁶⁾ | |

Stock ⁽⁵⁾

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.

SEC 1474
(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 (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. Number of Derivative Securities Owned Beneficially (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| SULZBERGER ARTHUR JR THE NEW YORK TIMES COMPANY 620 8TH AVENUE NEW YORK, NY 10018 | X | | Chairman and Publisher | |

Signatures

/s/Theodore R. Wagner as Attorney-in-fact for Arthur Sulzberger, Jr. 12/21/2010

**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).
 - (1) 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 September 30, 2010. 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 September 30, 2010.
 - (2) Through a trust, which is the limited partner of the limited partnership, which owned these shares of Class A Common Stock.

Edgar Filing: SULZBERGER ARTHUR JR - Form 4

- (3) These shares of Class A Common Stock were held prior to the reported transaction, by limited liability company as general partner of the limited partnership.
- (4) These shares of Class A Common Stock were held prior to the reported transaction, by the trust, which is the limited partner of the limited partnership and of which the reporting person is a co-trustee.
- (5) Delivery of shares to The New York Times Company to satisfy withholding tax obligations related to the vesting of 30,000 shares of restricted stock units granted December 20, 2005 under the 1991 Executive Stock Incentive Plan.
- (6) In addition, as previously reported, the reporting person owns 1,400,000 shares of Class A Common Stock indirectly by a trust.

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.