

NEW YORK TIMES CO  
Form 8-K  
October 19, 2010

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

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported): October 19, 2010**

**The New York Times Company**  
(Exact name of registrant as specified in its charter)

**New York**                      **1-5837**                      **13-1102020**  
(State or other jurisdiction   (Commission   (I.R.S. Employer  
of incorporation)                      File Number)   Identification No.)

**620 Eighth Avenue, New York, New York**                      **10018**  
(Address of principal executive offices)                      (Zip Code)  
Registrant's telephone number, including area code: **(212) 556-1234**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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**Item 2.02 Results of Operations and Financial Condition.**

On October 19, 2010, The New York Times Company (the “Company”) issued a press release announcing the Company’s earnings for the third quarter of 2010.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits

Exhibit Number   Description

Exhibit 99.1      The New York Times Company Earnings Press Release dated October 19, 2010

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

THE NEW YORK TIMES  
COMPANY

Date: October 19, 2010 By: /s/ Kenneth A. Richieri  
Kenneth A. Richieri  
Senior Vice President,  
General Counsel and Secretary

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Exhibit List

Exhibit Number   Description

Exhibit 99.1      The New York Times Company Earnings Press Release dated October 19, 2010