

NEW YORK TIMES CO  
Form 8-K  
March 10, 2005

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## 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): **March 10, 2005**

### The New York Times Company

(Exact name of Registrant as Specified in Its Charter)

**New York**  
(State or Other Jurisdiction  
of Incorporation)

**1-5837**  
(Commission  
File Number)

**13-1102020**  
(IRS Employer  
Identification No.)

**229 West 43rd Street, New York, New York**  
(Address of Principal Executive Offices)

**10036**  
(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:

- 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 1.01. Entry into a Material Definitive Agreement**

On February 17, 2005, The New York Times Company (the "Company") executed a stock purchase agreement among the Company, PRIMEDIA Companies Inc. and PRIMEDIA Inc. (a copy of which is attached to this Current Report on Form 8-K as Exhibit 2.1) in which the Company agreed to purchase About, Inc., an online consumer information provider on a wide variety of topics and interest areas. The purchase price is approximately \$410 million. The acquisition, which is subject to customary regulatory approval, is expected to be completed by late first quarter or early second quarter of 2005. This agreement was filed as an Exhibit to a Form 8-K, in conjunction with a request for confidential treatment of certain portions, on February 24, 2005. The Company is withdrawing such request of March 10, 2005.

**ITEM 9.01. Financial Statements and Exhibits**

(c) Exhibits

Exhibit 2.1            Stock Purchase Agreement among the Company, PRIMEDIA Companies Inc. and PRIMEDIA Inc., in which the Company agreed to purchase About, Inc., dated February 17, 2005.\*

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\*  
The Company requested confidential treatment as to certain portions of this agreement on February 24, 2005. The Company is withdrawing such request on March 10, 2005.

**SIGNATURE**

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: March 10, 2005

By: /s/ RHONDA L. BRAUER

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Rhonda L. Brauer  
Secretary and Senior Counsel

3

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**Exhibit List**

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[SIGNATURE](#)

[Exhibit List](#)