

NEW YORK TIMES CO
Form 4
August 17, 2006

FORM 4

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

OMB APPROVAL

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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 *
GOLDEN MICHAEL

(Last) (First) (Middle)

THE NEW YORK TIMES
COMPANY, 229 WEST 43RD
STREET

(Street)

NEW YORK, NY 10036

(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)
08/15/2006

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)
Vice Chairman

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 Indirect Ownership (Instr. 4)
				(A) or (D)	Price		
Class A Common Stock	08/15/2006		M	11,048	A \$ 19.2187	70,942	D
Class A Common Stock	08/15/2006		S	11,048	D \$ 22.23	59,894	D
Class A Common Stock	08/15/2006		M	11,048	A \$ 19.2187	11,048	I See footnote (1)
Class A Common Stock	08/15/2006		S	11,048	D \$ 22.23	0	I See

Common
Stock

footnotes
(1) (2)

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

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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 (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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock - Rights to Buy	\$ 19.2187	08/15/2006		M ⁽³⁾	11,048	⁽⁴⁾ 12/19/2006	Class A Common Stock	11,048	
Employee Stock - Rights to Buy	\$ 19.2187	08/15/2006		M ⁽⁵⁾	11,048	⁽⁴⁾ 12/19/2006	Class A Common Stock	11,048	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GOLDEN MICHAEL THE NEW YORK TIMES COMPANY 229 WEST 43RD STREET NEW YORK, NY 10036	X		Vice Chairman	

Signatures

/s/Theodore R. Wagner as Attorney-in-fact for Michael Golden

08/17/2006

__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) By Marac, LP, a limited partnership of which the reporting person's wife is the general partner.

In addition, as previously reported, the reporting person owns 287,715 shares of Class A Common Stock indirectly by a limited liability company as general partner of a limited partnership, 700 shares of Class A Common Stock indirectly by his wife, as to which shares he disclaims beneficial ownership, and 1,400,000 shares of Class A Common Stock indirectly by a trust.

(3) Exercise of options held by reporting person directly.

(4) In four equal installments, on December 19, 1997, December 19, 1998, December 19, 1999 and December 19, 2000.

(5) Exercise of options held by Marac, LP, a limited partnership of which the reporting person's wife is the general partner.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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