

NEW YORK TIMES CO
Form 4
August 22, 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

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
LAGO ZURICH 245, PRESA
FALCON, PISO 20, GRANADA
AMPLIACION

3. Date of Earliest Transaction
(Month/Day/Year)
08/18/2011

____ Director
____ Officer (give title below)
____ 10% Owner
____ Other (specify below)
Affiliates - see Exhibit 99-1.

(Street)
D.F., O5 11529

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

6. Individual or Joint/Group Filing(Check Applicable Line)
X Form filed by One Reporting Person
___ Form filed by More than One Reporting Person

(City) (State) (Zip)

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) |
|---|--------------------------------------|--|--------------------------------|---|---|--|--|
| | | | | Code V | Amount | Price | |
| Class A Common Shares (as defined in Exhibit 99.1 hereto) | 08/18/2011 | | P | 400 | A \$ 6.83 | 10,050,400 | D |
| Class A Common Shares | 08/18/2011 | | P | 400 | A \$ 6.835 | 10,050,800 | D |
| | 08/18/2011 | | P | 1,400 | A \$ 6.84 | 10,052,200 | D |

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| | | | | | | | | |
|-----------------------------|------------|---|---------|---|-------------|------------|---|--|
| Class A Common Shares | | | | | | | | |
| Class A Common Shares | 08/18/2011 | P | 200 | A | \$ 6.845 | 10,052,400 | D | |
| Class A Common Shares | 08/18/2011 | P | 4,000 | A | \$ 6.85 | 10,056,400 | D | |
| Class A Common Shares | 08/18/2011 | P | 300 | A | \$ 6.855 | 10,056,700 | D | |
| Class A Common Shares | 08/18/2011 | P | 800 | A | \$ 6.86 | 10,057,500 | D | |
| Class A Common Shares | 08/18/2011 | P | 800 | A | \$ 6.865 | 10,058,300 | D | |
| Class A Common Shares | 08/18/2011 | P | 7,100 | A | \$ 6.87 | 10,065,400 | D | |
| Class A Common Shares | 08/18/2011 | P | 1,100 | A | \$ 6.875 | 10,066,500 | D | |
| Class A Common Shares | 08/18/2011 | P | 5,000 | A | \$ 6.88 | 10,071,500 | D | |
| Class A Common Shares | 08/18/2011 | P | 400 | A | \$ 6.885 | 10,071,900 | D | |
| Class A Common Shares | 08/18/2011 | P | 2,600 | A | \$ 6.89 | 10,074,500 | D | |
| Class A Common Shares | 08/18/2011 | P | 4,300 | A | \$ 6.895 | 10,078,800 | D | |
| Class A Common Shares | 08/18/2011 | P | 107,000 | A | \$ 6.9 | 10,185,800 | D | |
| Class A Common Shares | 08/18/2011 | P | 2,000 | A | \$ 6.905 | 10,187,800 | D | |
| Class A Common | 08/18/2011 | P | 3,700 | A | \$ 6.91 | 10,191,500 | D | |

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| Shares | | | | | | | |
|-----------------------------|------------|---|-------|---|-------------|------------|---|
| Class A Common Shares | 08/18/2011 | P | 800 | A | \$ 6.915 | 10,192,300 | D |
| Class A Common Shares | 08/18/2011 | P | 2,000 | A | \$ 6.92 | 10,194,300 | D |
| Class A Common Shares | 08/18/2011 | P | 300 | A | \$ 6.925 | 10,194,600 | D |
| Class A Common Shares | 08/18/2011 | P | 750 | A | \$ 6.93 | 10,195,350 | D |
| Class A Common Shares | 08/18/2011 | P | 2,400 | A | \$ 6.94 | 10,197,750 | D |
| Class A Common Shares | 08/18/2011 | P | 400 | A | \$ 6.945 | 10,198,150 | D |
| Class A Common Shares | 08/18/2011 | P | 2,500 | A | \$ 6.95 | 10,200,650 | D |
| Class A Common Shares | 08/18/2011 | P | 400 | A | \$ 6.955 | 10,201,050 | D |
| Class A Common Shares | 08/18/2011 | P | 4,000 | A | \$ 6.96 | 10,205,050 | D |
| Class A Common Shares | 08/18/2011 | P | 2,100 | A | \$ 6.965 | 10,207,150 | D |
| Class A Common Shares | 08/18/2011 | P | 2,500 | A | \$ 6.97 | 10,209,650 | D |
| Class A Common Shares | 08/18/2011 | P | 3,500 | A | \$ 6.98 | 10,213,150 | 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.

SEC 1474
(9-02)

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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. Nu Deriv Secur Bene Own Follo Repo Trans (Instr |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

INMOBILIARIA CARSO S A DE C V
LAGO ZURICH 245, PRESA FALCON, PISO 20
GRANADA AMPLIACION
D.F., O5 11529

X

Affiliates - see Exhibit 99-1.

Signatures

Eduardo Valdes Acra,
Attorney-in-Fact

08/22/2011

__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).

Remarks:

This is the first part of a two - part filing on Form 4 by the Reporting Persons.

See attached Exhibit 99-1 to Form 4, which is hereby incorporated herein by reference.

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.