

ROBINSON JANET L
 Form 4
 September 18, 2009

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

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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 *
 ROBINSON JANET L

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)
 THE NEW YORK TIMES COMPANY, 620 EIGHTH AVENUE

3. Date of Earliest Transaction (Month/Day/Year)
 09/17/2009

Director 10% Owner
 Officer (give title below) Other (specify below)
 President and CEO

(Street)
 NEW YORK, NY 10018

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

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 Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)		
				(A) or (D)	Code	V	Amount	(D)	Price

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

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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	2. Conversion	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if	4. Transaction	5. Number of Derivative	6. Date Exercisable and Expiration Date	7. Title and Amount Underlying Security
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Security (Instr. 3)	or Exercise Price of Derivative Security	any (Month/Day/Year)	Code (Instr. 8)	Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	(Month/Day/Year)	(Instr. 3 and 4)		
			Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount Number Shares
Stock Appreciation Right 2009 <u>(1)</u>	\$ 3.625	09/17/2009	A		100,000	<u>(1)</u> 02/19/2019	Class A Common Stock	100,000
Stock Appreciation Right 2008 <u>(2)</u>	\$ 20.235	09/17/2009	A		250,000	<u>(2)</u> 02/21/2018	Class A Common Stock	250,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ROBINSON JANET L THE NEW YORK TIMES COMPANY 620 EIGHTH AVENUE NEW YORK, NY 10018	X		President and CEO	

Signatures

Kenneth A. Richieri, Attorney-in-Fact for Janet L. Robinson
 Date: 09/18/2009
 **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) Deferred Payment Stock Appreciation Rights granted to compensate the reporting person for 100,000 of 500,000 options to purchase shares of Class A Common Stock originally granted to the reporting person on February 19, 2009, which portion has subsequently been determined to have been null and void. The Deferred Payment Stock Appreciation Rights vest in three equal annual installments beginning February 19, 2010.
- (2) Deferred Payment Stock Appreciation Rights granted to compensate the reporting person for 250,000 of 650,000 options to purchase shares of Class A Common Stock originally granted to the reporting person on February 21, 2008, which portion has subsequently been determined to have been null and void. One quarter, or 62,500, of the Deferred Payment Stock Appreciation Rights, vested at grant; the remaining 187,500 vest in three equal installments beginning February 21, 2010.

Remarks:

Exhibit List
 Exhibit 24 - Power of Attorney

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.