



Advertising Opportunities.

HEALTH CARE ENVIRONMENTS

2005

HEALTHCARE ADVERTISING

NEWS SECTIONS EVERY DAY

The New York Times provides the most effective environment for your health care advertising. With breaking news about science, medicine and the health care industry, our main news and business sections are ideal platforms for reaching interested readers nationwide. Our Op-Ed page, featuring Pulitzer Prize winning columnists, influential guest contributors and a highly visible position for advocacy advertisers, is a forum that affects government policy and influences readers.

SCIENCE TIMES Every Tuesday

Science Times's coverage of the latest news in medicine, health, fitness and every area of scientific research is unrivaled by any news weekly or consumer health publication. It features compelling, award-winning reporting by a roster of trusted journalists, including Gina Kolata, Natalie Angier and the Personal Health columnist Jane E. Brody.

WOMEN'S HEALTH/MEN & HEALTH Special News Sections

These annual stand-alone sections cover the latest health news and trends — from articles on hormone replacement treatments, the continued popularity of annual mammograms and the benefits of weight training to reports on coronary disease, muscle-building supplements and sports medicine — tailored to the interests and concerns of all readers.

Publication date:

Women's Health — June 5

Men & Health — June 20

RETIREMENT Special News Section

Reach readers when retirement is on their minds. The Retirement annual stand-alone news section explores the financial, sociological and psychological aspects of life after work, with a special look at how current economic conditions affect retirees and retirement planning. It's an ideal way to communicate with some of the nation's affluent and best-educated consumers.

Publication date: April 12

THE NEW YORK TIMES MAGAZINE

Every Sunday

With frequent cover stories on health and science, The New York Times Magazine sparks discussions among our 5.3 million Sunday readers, including leaders in the media, government, education and business. Ideal for branding campaigns, The Times Magazine also offers opportunities in these in-depth health care environments:

Diagnosis

Throughout the year, The New York Times Magazine offers this front-of-the-book feature that investigates the symptoms, diagnosis and treatment (including results) of patients with rare or mysterious diseases. This feature offers advertisers a compelling space.

🍷: Living The New York Times Style Magazine

Part of the new, celebrated style publications that complement The Magazine, 🍷: Living strikes at the essence of a life stylishly lived. It's not just what's on the plate. It's also the plate. Style, food and entertaining grace the tables of living, the 🍷 issue that finely distills the latest in food, wine, tabletop, kitchen, baths and more.

Publication dates:

May 1

November 6



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HEALTH CARE POLICY. HOSPITAL ISSUES. RESEARCH AND DEVELOPMENT. DIET AND LIFESTYLE.

Every day, these and other health care topics are covered throughout The New York Times. The unrivaled depth and authority of our news coverage shapes the debate on important health issues, and our informative special advertising sections help educate consumers on a wide range of health and lifestyle topics.

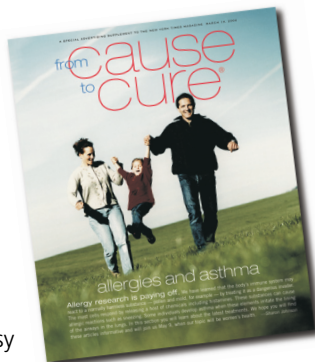
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SPECIAL ADVERTISING SECTIONS

FROM CAUSE TO CURE® A Special Advertising Series

in The New York Times Magazine

Appearing nine times in 2005, From Cause to Cure® is filled with valuable information on health care topics. Each issue covers a single disease — including heart disease, allergies, diabetes and arthritis — explaining its origins and symptoms as well as available treatments and suggested lifestyle habits. From Cause to Cure® appears as the center spread of The Times Magazine, making it easy for readers to pull out and save.



THE POWER YEARS™: A USER'S GUIDE TO THE REST OF YOUR LIFE

A New Special Advertising Series in The New York Times Magazine

For fit and well-financed individuals in the middle phase of life, the years between age 40 and 60 are now the power years. The Times reaches out to its readership — this very demographic — in a new series that tackles topics that matter to them, including health care, fitness, financial freedom, self-discovery and more.

Publication dates:

March 13 September 18
May 22 November 6

HOSPITALS Stand-alone Advertising Section,

Distributed Throughout the New York DMA

An annual guide to New York City hospitals and their specialties, including a map of hospitals in the five boroughs.

Publication date: May 16



REGIONAL OPPORTUNITIES

To Your Health: Connecticut

To Your Health: New Jersey

To Your Health: Westchester

A Series of Special Advertising Sections

Here's an ideal environment for local hospitals, health care facilities, medical and dental practices and wellness and health care businesses seeking a presence in a targeted region. To Your Health, a series of special advertising sections published in Connecticut, New Jersey and Westchester, provides clear answers to complicated medical issues, as well as advice on how to integrate wellness into one's lifestyle.

Long Island Health Care

A Series of Special Advertising Sections

Throughout the year, Long Island readers of The Times can find the vital health care information they need in a series of subject-specific advertising sections that are certain to inform their health care decisions. Topics include: New Options, New Hope; Breakthroughs in Brain and Nervous System Conditions; Nursing Homes on Long Island; Seniors on Long Island; Detecting and Treating Cancers.

Publication dates: Please contact your account manager for all regional section dates.

CUSTOMIZED HEALTH ENVIRONMENTS

The New York Times can work with you to develop custom advertising environments in the newspaper and the magazine. Opportunities include sponsored issues of From Cause To Cure®, focusing on the health topic of the advertiser's choice and customized special reports on a specific health issue.



2005

REACHING A HEALTHY AUDIENCE

The daily and Sunday New York Times reach a net audience of 7.4 million educated, affluent, health-conscious **consumers**:

- 56% male/44% female
- Median household income: \$90,381
- Median age: 46
- 4.9 million hold a college degree or postgraduate degree
- 6.2 million have visited a doctor in the past year
- 5.8 million personally carry any medical, hospital or accident insurance
- 3.2 million used any prescription drugs in the past year
- 4.2 million regularly engage in physical fitness*
- 2.4 million maintain diet control*

The New York Times also reaches **industry influentials**:

- The weekday New York Times ranks #3 of 156 print and broadcast media reaching medical opinion leaders, after the New England Journal of Medicine and the Journal of American Medical Association
- 66% of all opinion leaders who are professionally or personally involved in health care read The New York Times on weekdays
- Over 700,000 net New York Times readers work in the medical field**
- 46% of all members of the professional investment community read The New York Times on weekdays



EXPECT RESULTS.

For more information, please call Cheryl DeSimone at (212) 556-7408, Bruce Ellerstein at (212) 556-7468 or Brad Kolodny at (212) 556-3903. To access our online media kit, visit nytadvertising.com.

* Exercise 2+ times per week at home, club or other facility. *Through an exercise program, diet organization/clubs or under doctor's care.

** Includes working for a hospital or other medical business, or has medical-related job function/responsibility.

Source: 2004 MRI Spring, based on weekday and Sunday New York Times readership; 2004 Opinion Leaders Study, Erdos & Morgan Study; 2003-2004 Professional Investment Community Study, Erdos & Morgan.