

NEW YORK TIMES CO
Form 4
August 24, 2011

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

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

(Last) (First) (Middle)

LAGO ZURICH 245, PRESA FALCON, PISO 20, GRANADA AMPLIACION

(Street)

D.F., O5 1152

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)
08/19/2011

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

___ Director ___X___ 10% Owner
___ Officer (give title below) ___X___ Other (specify below)

Affiliates - see Exhibit 99-1.

6. Individual or Joint/Group Filing(Check Applicable Line)
X 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 Beneficial Ownership (Instr. 4) | | |
|---|--------------------------------------|--|--------------------------------|---|---|--|---|------------|---|
| | | | Code | V | Amount | (D) | Price | | |
| Class A Common Shares (as defined in Exhibit 99.1 hereto) | 08/19/2011 | | P | | 16,500 | A | \$ 6.6 | 10,619,500 | D |
| Class A Common Shares | 08/19/2011 | | P | | 3,300 | A | \$ 6.61 | 10,622,800 | D |
| Class A Common | 08/19/2011 | | P | | 2,400 | A | \$ 6.62 | 10,625,200 | D |

Edgar Filing: NEW YORK TIMES CO - Form 4

| Shares | | | | | | | |
|-----------------------------|------------|---|--------|---|-----------|------------|---|
| Class A Common Shares | 08/19/2011 | P | 6,000 | A | \$ 6.63 | 10,631,200 | D |
| Class A Common Shares | 08/19/2011 | P | 7,700 | A | \$ 6.64 | 10,638,900 | D |
| Class A Common Shares | 08/19/2011 | P | 11,700 | A | \$ 6.66 | 10,650,600 | D |
| Class A Common Shares | 08/19/2011 | P | 83,524 | A | \$ 6.67 | 10,734,124 | D |
| Class A Common Shares | 08/19/2011 | P | 23,876 | A | \$ 6.68 | 10,758,000 | D |
| Class A Common Shares | 08/19/2011 | P | 200 | A | \$ 6.6896 | 10,758,200 | D |
| Class A Common Shares | 08/19/2011 | P | 100 | A | \$ 6.6897 | 10,758,300 | D |
| Class A Common Shares | 08/19/2011 | P | 100 | A | \$ 6.6898 | 10,758,400 | D |
| Class A Common Shares | 08/19/2011 | P | 15,000 | A | \$ 6.69 | 10,773,400 | D |
| Class A Common Shares | 08/19/2011 | P | 100 | A | \$ 6.6992 | 10,773,500 | D |
| Class A Common Shares | 08/19/2011 | P | 300 | A | \$ 6.6993 | 10,773,800 | D |
| Class A Common Shares | 08/19/2011 | P | 300 | A | \$ 6.6994 | 10,774,100 | D |
| Class A Common Shares | 08/19/2011 | P | 100 | A | \$ 6.6995 | 10,774,200 | D |
| Class A Common Shares | 08/19/2011 | P | 600 | A | \$ 6.6997 | 10,774,800 | D |

Edgar Filing: NEW YORK TIMES CO - Form 4

| | | | | | | | |
|-----------------------------|------------|---|--------|---|--------------|------------|---|
| Class A Common Shares | 08/19/2011 | P | 400 | A | \$ 6.6999 | 10,775,200 | D |
| Class A Common Shares | 08/19/2011 | P | 54,900 | A | \$ 6.7 | 10,830,100 | D |
| Class A Common Shares | 08/19/2011 | P | 50,000 | A | \$ 6.72 | 10,880,100 | D |
| Class A Common Shares | 08/19/2011 | P | 25,000 | A | \$ 6.73 | 10,905,100 | D |
| Class A Common Shares | 08/19/2011 | P | 37,948 | A | \$ 6.76 | 10,943,048 | D |
| Class A Common Shares | 08/19/2011 | P | 24,412 | A | \$ 6.77 | 10,967,460 | D |
| Class A Common Shares | 08/19/2011 | P | 300 | A | \$ 6.775 | 10,967,760 | D |
| Class A Common Shares | 08/19/2011 | P | 38,740 | A | \$ 6.78 | 11,006,500 | D |
| Class A Common Shares | 08/19/2011 | P | 19,500 | A | \$ 6.79 | 11,026,000 | D |
| Class A Common Shares | 08/19/2011 | P | 25,000 | A | \$ 6.8 | 11,051,000 | D |
| Class A Common Shares | 08/19/2011 | P | 2,000 | A | \$ 6.81 | 11,053,000 | 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)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security | 2. Conversion or Exercise | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any | 4. Transaction Code | 5. Number of | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. D S |
|---------------------------------------|------------------------------|---|---|------------------------|-----------------|--|---|-----------|
|---------------------------------------|------------------------------|---|---|------------------------|-----------------|--|---|-----------|

Edgar Filing: NEW YORK TIMES CO - Form 4

| (Instr. 3) | Price of Derivative Security | (Month/Day/Year) | (Instr. 8) | Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
|------------|------------------------------|------------------|------------|--|------|---|-----|-----|------------------|-----------------|-----------------------|----------------------------|
| Warrants | \$ 6.3572 | | | | | | | | 01/21/2009 | 01/15/2015 | Class A Common Shares | 7,950,000 |

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., 05 1152 | | X | | Affiliates - see Exhibit 99-1. |

Signatures

Eduardo Valdes Acra,
Attorney-in-Fact

08/23/2011

**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:

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

Exhibits

99.1 Explanation of Responses.

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.