

Summary



PERSUASIVE PRESENTATION TO MANAGEMENT (WHY INVEST IN A DOT. COM COMPANY Introduction Company profile The New York Times Company, incorporated on 26th August 1896, is a global, multimedia news and information company that includes newspapers, investments in paper mills, digital businesses and other investments. The headquarters of the New York Times Company is in New York. The company publishes the New York Times which is the iconic newspaper and one of the world's most respected sources of news. The New York Times boasts of a weekly newspaper circulation of about 1.3 million (Drexler, 2007). As a growing Dot. Com company, New York Times offers a great opportunity that every investor should think of investing in.

Now that we have the company's profile, let's turn our attention to the business segments of New York Times.

The New York Times business segments

The New York Times operates in two divisions: The New York Times Media Group and the New England Media Group.

The New York Times Media Group: The New York Times Media Group comprises of the New York Times which is a daily and Sunday newspaper media house; the New York Times index which is a print publication and in addition producing and licensing the New York Times Index; the International Herald Tribune which is a daily Newspaper; NYTimes.com; Digital Archive Distribution business that is responsible for licensing electronic archive database to resellers of that information in the professional, business, and library markets (Drexler, 2007). The New York Times Media Group is also responsible and management of the New York Times News Services Division (New York Times (Firm), & In Claiborne 1966)

The New England Media Group: This segment of New York Times comprises BostonGlobe.com which is a paid subscription Web site; the Boston Globe which is a daily and Sunday newspaper. Boston.com is also part of the New England Media Group. Boston.com is a regional news and information web site. In addition, the New England Media Group comprises of the Worcester Telegram & Gazette which is a daily and Sunday newspaper and Telegram.com (BYERS, 2012). The New England Media Group sells advertisement through various channels that basically include digital, print, niche magazines, direct marketing and internet radio and events (Hitt, Ireland & Hoskisson, 2007).

The company has started in a strong financial background this 2014. This is because of a strong finish of the year 2013. The New York Times' operating profit for the 3rd of 2013 before depreciation, severance, and amortization was nearly \$40 million. This represents 35% increase from the same year 2012 which was \$30 million (Verbeke, 2013). During the same quarter of 2013, the company increased overall revenue by 2% with the continued building of the digital subscriber numbers and notable sequential improvement in print advertising revenue trends. The company's revenue is over \$2 billion (Verbeke, 2013). The company has realized a tremendous growth in assets and profits for the past five years (Verbeke, 2013). According to many analysts, this trend is projected to continue for the next 3 years considering the company's strong participation in the industry. The mean sale for the past five years is 160, 163, 000. The earning per share is \$460 while the P/E for the last five years is 16. 67 (Business Wire, 2013).

As per the 3rd quarter of 2013, the asset turnover of the company was 0. 64 as compared to 0. 47 of the industry. The company's net profit margin was 7.

93 while the pre-tax margin for the past 5 year averages 3. 24 (Business Wire, 2013). The company's quick ratio is 3. 12 as compared to the industry's 0. 78. The current ratio is 3. 14 while total debt to equity ratio is 99. 99. The company's market capitalization is 21. 8951 billion dollars (Verbeke, 2013). The company's dividend is 1. 09 while the return on investment for the past 5 years is 1. 61.

Conclusion

For an investor who is interested in making gains on his investments, the New York Times is the place to invest. These financial ratios and other factors brings an element of optimism to the investor that he will reap gains from his investments. The graph below represents how the company's shares have been performing in the New York financial markets and its projected performance. This provides much needed evidence that the management should consider investing in New York Times Company. (BYERS, 2012)

References

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