

NY Times fires back at Wall Street Journal

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The NYTimes.com Web site is displayed on a laptop in January in New York City. The New York Times fired back on Monday against plans by Rupert Murdoch's News Corp. to compete against the respected daily with a New York edition of The Wall Street Journal.

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The Times announced a campaign aimed at advertisers called "Numbers" which emphasizes the reach and influence of the newspaper in print and on the Web compared with the Journal.

"The [New York Times](#) has a very loyal and influential audience in New York and this campaign demonstrates that strength across various categories," Times senior vice president of marketing and [circulation](#) Yasmin Namini said.

"The numbers tell the story," Namini said in a statement.

The campaign contrasts the number of print subscribers to the Times and the Journal and the number of visitors to their respective websites.

According to the Times, its website, NYTimes.com, receives 19.9 million unique visitors a month from around the United States while the Journal's website, WSJ.com, receives 11.8 million.

The Times vaunts its weekday paid print circulation in the New York market of 428,228 compared with 249,267 for the Journal.

The Times said the campaign will appear in print in trade publications such as Advertising Age and Women's Wear Daily and online at AdAge.com, Adweek.com, Brandweek.com, Mediaweek.com, Variety.com, WWD.com and Mediabistro.com.

The Times campaign comes after Murdoch announced he would launch a New York edition of The [Wall Street Journal](#) next month.

"In its pursuit of journalism prizes and a national reputation, a certain other New York daily has essentially stopped covering the city the way it once did," Murdoch said in a speech to the Real Estate Board of New York.

Murdoch did not mention The New York Times by name in his speech two weeks ago but he was clearly referring to the city's influential newspaper.

He said the Journal's New York edition "will cover everything that makes New York great: state politics, local politics, business, culture, and sports.

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