

The New York Times

 **News**  **Games**  **Cooking**  **Audio**  **Wirecutter**  **The Athletic**

What We Do

We bring New York Times access to students and faculty all over the world.

The New York Times | All Access

Why We Do It

We are rooted in The Times's journalistic mission to seek the truth and **help people understand the world.**

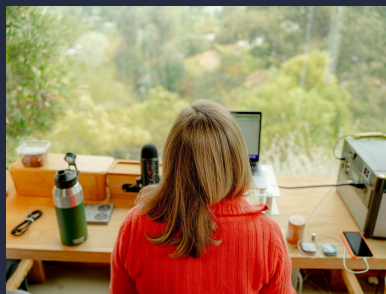
The Value of New York Times Access in High Schools

Times access helps students connect with the world and reach their full potential in a multitude of ways:

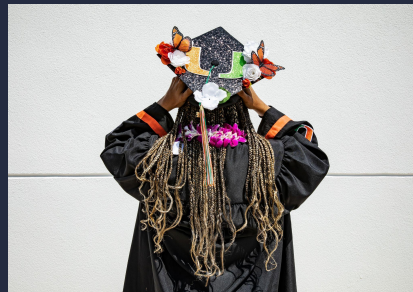
Fuel curiosity and lifelong learning



Drive media literacy and civic engagement

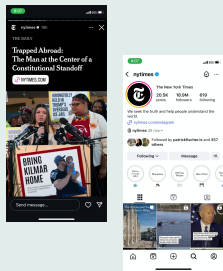


Support personal success

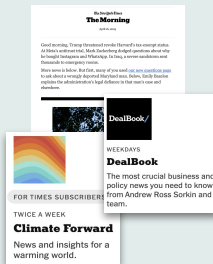


We fuel curiosity and the drive to learn by engaging students in the spaces and ways that they seek information.

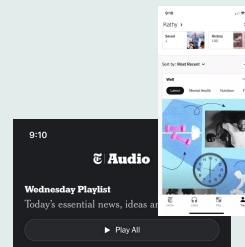
Our **Social Media** meets students where they are to drive engagement with The Times.



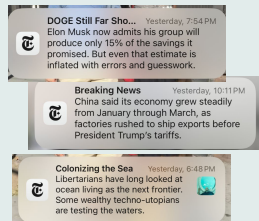
Newsletters and Email Alerts let students choose the stories they receive in their inbox.



Our **For You** tab and **Audio Playlist** offer a personalized experience, daily.



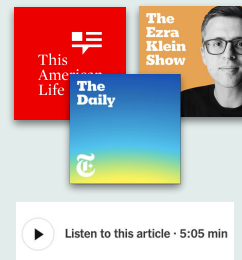
Push Notifications provide bite-sized updates on the latest in news and culture.



Video Content and Visual Investigations show the rigor behind our work while uncovering unique stories.



Narrated Articles and Podcasts enable listening to original shows and journalism at one's own pace.

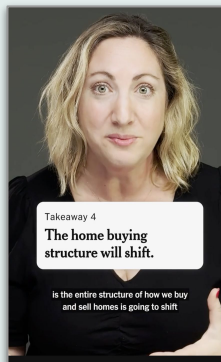


We foster media literacy and civic engagement, enabling students to grow into informed citizens.

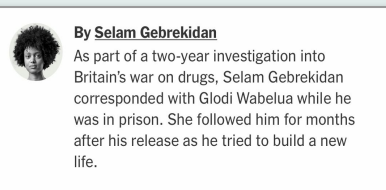
Live Coverage and **Blogs** capture unfolding events with speed, accuracy and critical analysis.



Journalist Videos & Reporter Reads provide first-hand accounts to break down complex topics.



Enhanced Bylines, Explainers & Corrections show our expertise and ethical standards.





We support students' personal success, helping them to grow and pursue their interests through our journalism and lifestyle products—Games, Cooking, Audio, Wirecutter and The Athletic.

5 Articles / Day

Articles, on average, that our subscribers read on a given day.

88M Users / Week

On average, over 88M users visit The Times each week, with millions returning to the site in the same week.

Student Trust & Value of The New York Times

We are a **vital resource for students** in an increasingly fragmented information landscape that is rife with mis- and disinformation.

#1

Most relevant & most trustworthy news source

With an abundance of information, misinformation and disinformation, **readers age 18-28 trust The Times as a source of information 57% more than they trust social media.**

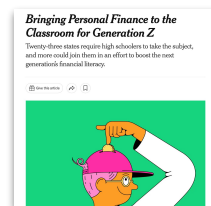
7 in 10

Readers age 18-28 use The Times to go deeper on topics from social media

“If I want to understand something more fully, I read NYT.”
Student Reader

7 in 10

Readers age 18-28 say we help them feel better educated & informed on the topics they care about



What We Offer High School Clients:

1

Comprehensive access

We provide schools with the **full New York Times experience** including News, Games, Cooking, Audio, Wirecutter and The Athletic, plus additional learning and research tools.

2

Flexible access

We offer a **range of access methods** to help maximize student engagement.

3

Equitable access

We offer schoolwide access to all of The New York Times through our **most discounted rates only available to education institutions.**

Provide your students and faculty with all of The New York Times:

News

Understand the world around you with global reporting, culture commentary and analysis.



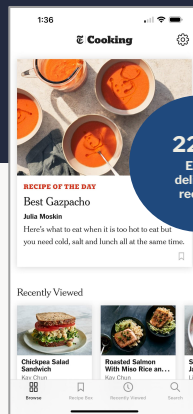
Games

Refresh and recharge with word and logic games—from The Crossword to Wordle and Spelling Bee.



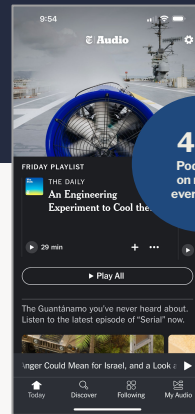
Cooking

Make cooking easy and delicious with expertly crafted cooking recipes and collections.



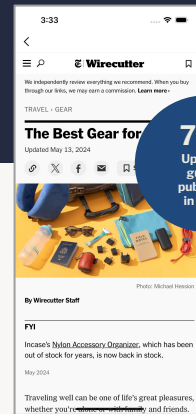
Audio

Discover something new everyday with podcasts and audio journalism on nearly every topic.



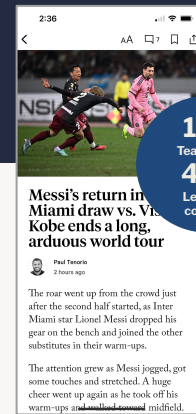
Wirecutter

Take the stress out of shopping (and life) with tips and advice built from real-world, independent research.



The Athletic

Follow every sports story that matters with in-depth, personalized coverage of your favorite sports.



Unlock **powerful learning and research tools** to help with research needs, supplemental reading for school, current event discussions and more.

InEducation

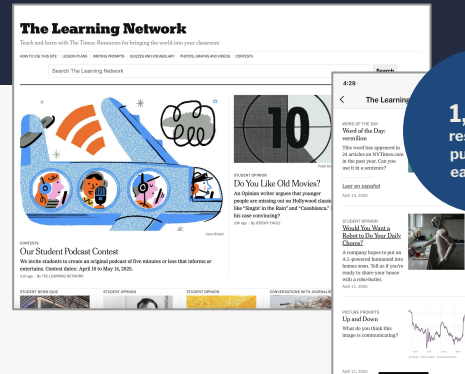
InEducation provides curated reading lists of current articles and interactives that connect Times journalism to fields of study and real-world learning such as English, Biology, Computer Science, Business, Leadership and more.

Times Machine

A digitized and searchable archive of our journalism as it originally appeared, TimesMachine is a robust primary research tool for students to use to understand how issues of today have evolved over history.

The Learning Network

The Learning Network is an award-winning curricular tool with resources for students and educators. It publishes 1,000+ resources each year, including lessons plans, quizzes, graph prompts and writing curriculum.



Our High School program offers a number of access methods to The Times.

Passes via Domain or IP

IP Pass: Users can activate a pass while connected to the High School's WiFi. Once activated, users will have access both on/off-site and login via nytimes.com.

Domain Pass: User scan activate a pass using their email address, with the High School's domain. Once activated, users will have access both on/off-site and login via nytimes.com.

Web-Only via IP

Anyone connected to the High School's WiFi will be able to access all News content on NYTimes.com

This access method does not currently allow for All Access Programs.

Email Upload

An Account Administrator is given access to the group management page. He/she can add/remove users individually or through mass upload via CSV file. The Administrator is given a free seat at no charge. Continuous, uninterrupted access is available throughout the duration of the subscription

User registration enables students and faculty to have the same experience and benefits as any Times subscriber.

Students who are new to The New York Times will need to register in order to create their account. To do so, we only require an email address and personal password.

Once registered, students will unlock full access as well as an optimal user experience:

Personalized User Experience

Registered users are able to personalize their preferences and save information like recipes, game streaks, and articles to their account.

Access Across Times Products and Apps

New York Times products and apps, including News, Games, Cooking, Audio, Wirecutter and The Athletic, require registration for all users.

Subscriber-Only Benefits

Registered users are able to access subscriber-only benefits, e.g. subscriber-only newsletters, all features in Games and Cooking, Audio, etc..

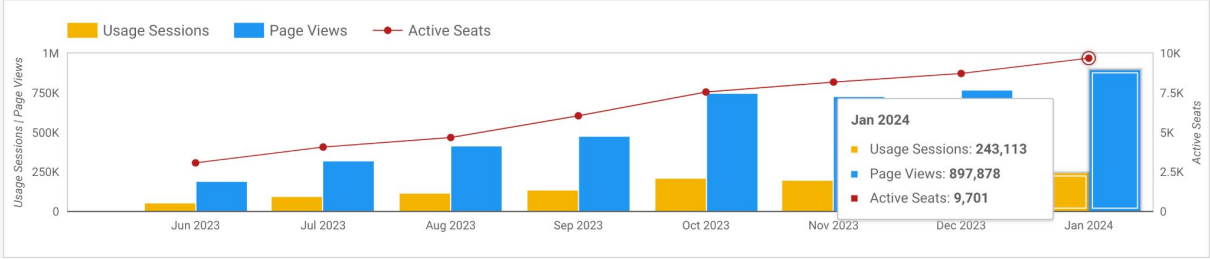
Usage Reporting for Schools

Registration across users allows The Times to provide reporting on usage and engagement so you can track the value your students see in the resource.

We can provide engagement reports capturing student usage of Times access, by demand on a monthly basis.

Sample Engagement Report

Note: The below report is an illustrative example. Data points are subject to change.



Usage Details

Month	Access Model	Bundle	Seat Cap	Period Activations	Period Activation Rate	Period Expirations	Active Seats	Active Seat Rate	Usage Sessions	Page Views	News Articles Read
Jun 2023	Group License (IP) / sub-7539...	News	25,948	2,899	11.17%	0	3,074	11.85%	54,528	193,616	24,113
Jul 2023	Group License (IP) / sub-7539...	News	25,948	999	3.85%	0	4,073	15.7%	93,172	318,896	40,678
Aug 2023	Group License (IP) / sub-7539...	News	24,948	606	2.43%	0	4,679	18.76%	117,721	411,905	53,776
Sep 2023	Group License (IP) / sub-7539...	News	24,948	1,376	5.52%	0	6,055	24.27%	134,240	474,114	55,891
Oct 2023	Group License (IP) / sub-7539...	News	24,948	1,504	6.03%	1	7,558	30.3%	212,071	747,082	91,701
Nov 2023	Group License (IP) / sub-7539...	News	24,948	627	2.51%	0	8,185	32.81%	200,155	727,240	79,554
Dec 2023	Group License (IP) / sub-7539...	News	24,948	616	2.47%	68	8,733	35%	205,743	767,144	80,362
Jan 2024	Group License (IP) / sub-7539...	News	24,948	968	3.88%	0	9,701	38.88%	243,113	897,878	99,721

For any queries, Contact:



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