

**Press Release**

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**THE NEW YORK TIMES LAUNCHES EDUCATION TRAVEL PROGRAM**

**First ‘Times Journeys’ program will unite readers with Times journalists  
during October Mediterranean cruise**

NEW YORK, January 11, 2012 – The New York Times announced today the launch of Times Journeys ([www.TimesJourneys.com](http://www.TimesJourneys.com)), an educational travel program that connects readers and lifelong learners with Times journalists while they enjoy the pleasures of travel.

Times Journeys’s initial program is a 12-night Eastern Mediterranean cruise on Holland America Line’s ship, the Nieuw Amsterdam, sailing October 5-17, 2012. The ship will sail round-trip from Venice, Italy, making stops in Montenegro, Greece, Turkey and Croatia. Times journalists will engage participants in conversation and thought-provoking analysis on an expedition of seminars covering current events, film, science, music and technology.

Joe Nocera, New York Times Op-Ed columnist, and A.O. Scott, Times film critic, are among the first confirmed speakers. More journalists will join the speaker program in the coming months.

“Times Journeys provides our readers and like-minded travelers an opportunity to learn from and interact with some of The Times’s most celebrated journalists,” said Alice Ting, executive director, brand development and licensing at The New York Times. “Our first event provides an intimate setting where guests can absorb and explore The New York Times’s perspectives on relevant issues, events and pursuits while contributing to the exchange of ideas.”

The October cruise has two price components: the cruise cost and the conference fee. Cruise costs range from \$1,799 per person for an inside cabin to \$6,099 for a deluxe suite (plus taxes), and include meals onboard, stateroom accommodation and entertainment, in addition to the voyage to some of the most enchanting and culturally rich destinations in the world. The conference fee, which includes approximately 30 hours of programming and two cocktail receptions, is \$1,575.

The event is supplemented by The New York Times Knowledge Network, an online education program that offers a wide range of distinctive adult and continuing education courses and Webcasts. Knowledge Network courses will be offered to travelers at a discounted rate, so they may further enhance their experience through a variety of courses covering arts & culture, health & science, business and politics. Courses can be taken before the cruise, in preparation for the discussions, or after the event, extending the Times Journeys experience back home.

Times Journeys is produced by Insight Cruises. For more information about Times Journeys or to participate in the October event, please visit [www.TimesJourneys.com](http://www.TimesJourneys.com) or call 650-787-5665.

#### **About The New York Times Company**

The New York Times Company (NYSE: NYT), a leading global multimedia news and information company with 2010 revenues of \$2.4 billion, includes The New York Times, the International Herald Tribune, The Boston Globe, [NYTimes.com](http://NYTimes.com), [BostonGlobe.com](http://BostonGlobe.com), [Boston.com](http://Boston.com), [About.com](http://About.com) and related properties. The Company's core purpose is to enhance society by creating, collecting and distributing high-quality news, information and entertainment.

#### **About Insight Cruises**

Insight Cruises creates and produces educational travel events. From concept to destination, Insight Cruises develops engaging programs so guests can fulfill their quest for growth, learning, interaction, and skill acquisition in travel venues, and partners enjoy evergreen, engaged, user communities and recurring revenue streams. More at [www.insightcruises.com](http://www.insightcruises.com)

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