

About the International Herald Tribune

The World's Daily Newspaper

The International Herald Tribune is the premier international newspaper for opinion leaders and decision makers around the world. In an era of information overload, those who both make and track decisions on the global level depend upon the IHT as the most complete, credible and concise daily newspaper in the world.

For the Global Class

The IHT is written for people who need to know what's happening and what it means. These are people who move across continents, who bridge sectors and industries, and who are at home in several cultures. Their lives, their businesses and their tastes require a daily newspaper that is at once as broad and as focused as they are. Leaders in business and government rely on the IHT to tell them how important events around the world affect their work, their political choices, their investments and their families.

Worldwide Sensor

The International Herald Tribune draws on the most powerful and discerning international news gathering network of any newspaper in the world. It combines the extensive resources of its own correspondents with those of The New York Times. Its experienced editors decipher critical early warning signals from sources around the world to give readers a balanced, practical assessment of emerging trends.

Focused

The IHT understands that its readers are subject to massive information overload. It provides carefully selected news coverage, and combines it with the context and perspective that give meaning to raw news. The opinion pages provide an international forum for provocative debate on the issues that are engaging business and government leaders.

Trusted and Enjoyed

The IHT is trusted by its readers because it is independent of any political or commercial interest. They enjoy and rely upon its unique blend of news, analysis,

business, culture and sports to inform them about the political, economic, technological and social trends that drive the global markets in which they operate. They depend upon it as their daily international newspaper. They read it because they want to read it.

Publishing Partnerships

Working with established newspaper publishers, the IHT has set up joint venture editorial and production companies to publish local sections that include domestic content in English.

Publishing partnerships present additional advertising opportunities in the newspaper's pan-regional editions. The opportunities go beyond just being able to place country-specific advertising in the global publication. Thanks to the addition of concise but comprehensive coverage of that country's news and events, advertisers will have a perfect environment in which to place locally targeted advertising. Publishing partnership editions of the IHT will remain one of the best ways to reach high-profile, internationally oriented consumers and decision-makers. The advertiser now has the opportunity to address local issues, make special offers and develop branding.

These new products, with their clear editorial appeal and improved distribution, are generating significant local circulation growth, with no loss in the quality of the readership. For example, in Greece, 72% of the newspaper's subscribers are nationals of that country.

The IHT's publishing partnerships are:

In Israel - published with Haaretz, Israel's quality daily.

In Greece - published with Kathimerini, Greece's quality daily.

In South Korea - published with JoongAng Daily.

In Japan - published with the Asahi Shimbun.

In Lebanon - published with The Daily Star.

In Spain - published with El País.