Subject: An important notice from the publisher of The Times
From: "NYTimes.com" <nytdirect@nytimes.com>
Date: Fri, 18 Mar 2011 10:01:47 -0400
To: lucio_damelia@mclink.it

The New York Times

An important announcement from the publisher of The New York Times

Dear New York Times Reader,

Today marks a significant transition for The New York Times as we introduce digital subscriptions. It's an important step that we hope you will see as an investment in The Times, one that will strengthen our ability to provide high-quality journalism to readers around the world and on any platform. The change will primarily affect those who are heavy consumers of the content on our Web site and on mobile applications.

This change comes in two stages. Today, we are rolling out digital subscriptions to our readers in Canada, which will enable us to fine-tune the customer experience before our global launch. On March 28, we will begin offering digital subscriptions in the U.S. and the rest of the world.

If you are a home delivery subscriber of The New York Times, you will continue to have full and free access to our news, information, opinion and the rest of our rich offerings on your computer, smartphone and tablet. International Herald Tribune subscribers will also receive free access to NYTimes.com.

If you are not a home delivery subscriber, you will have free access up to a defined reading limit. If you exceed that limit, you will be asked to become a digital subscriber.

This is how it will work, and what it means for you:

- On NYTimes.com, you can view 20 articles each month at no charge (including slide shows, videos and other features). After 20 articles, we will ask you to become a digital subscriber, with full access to our site.

- On our smartphone and tablet apps, the *Top News* section will remain free of charge. For access to all other sections within the apps, we will ask you to become a digital subscriber.

- The Times is offering three digital subscription packages that allow you to choose from a variety of devices (computer, smartphone, tablet). *More information about these plans is available at* nytimes.com/access.

- Again, all New York Times home delivery subscribers will receive free access to NYTimes.com and to all content on our apps. *If you are a home delivery subscriber, go to* homedelivery.nytimes.com *to sign up for free access.*

- Readers who come to Times articles through links from search, blogs and social media like Facebook and Twitter will be able to read those articles, even if they have reached their monthly reading limit. For some search engines, users will have a daily limit of free links to Times articles.

- The home page at NYTimes.com and all section fronts will remain free to browse for all users at all times.

For more information, go to nytimes.com/digitalfaq.

Thank you for reading The New York Times, in all its forms.

Sincerely,
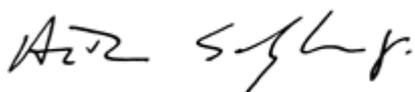
Arthur Sulzberger Jr.

Publisher, The New York Times
Chairman, The New York Times Company

As a loyal reader of NYTimes.com, you will receive a special offer to save on our new digital subscriptions. We will e-mail this special offer starting on March 28, the day we begin charging for unlimited access to our Web site and mobile apps*. We truly value your readership and look forward to bringing you the world's finest journalism every day.

*Mobile apps are not supported on all devices. Does not include e-reader editions, Premium Crosswords or The New York Times Crosswords apps. Other restrictions apply.

This message was sent to inform you about an important change to our Web site and NYTimes applications. Please note, if you have chosen not to receive marketing messages from The New York Times, that choice applies only to promotional messages. You will continue to receive important notifications that are legally required or could affect your service.

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