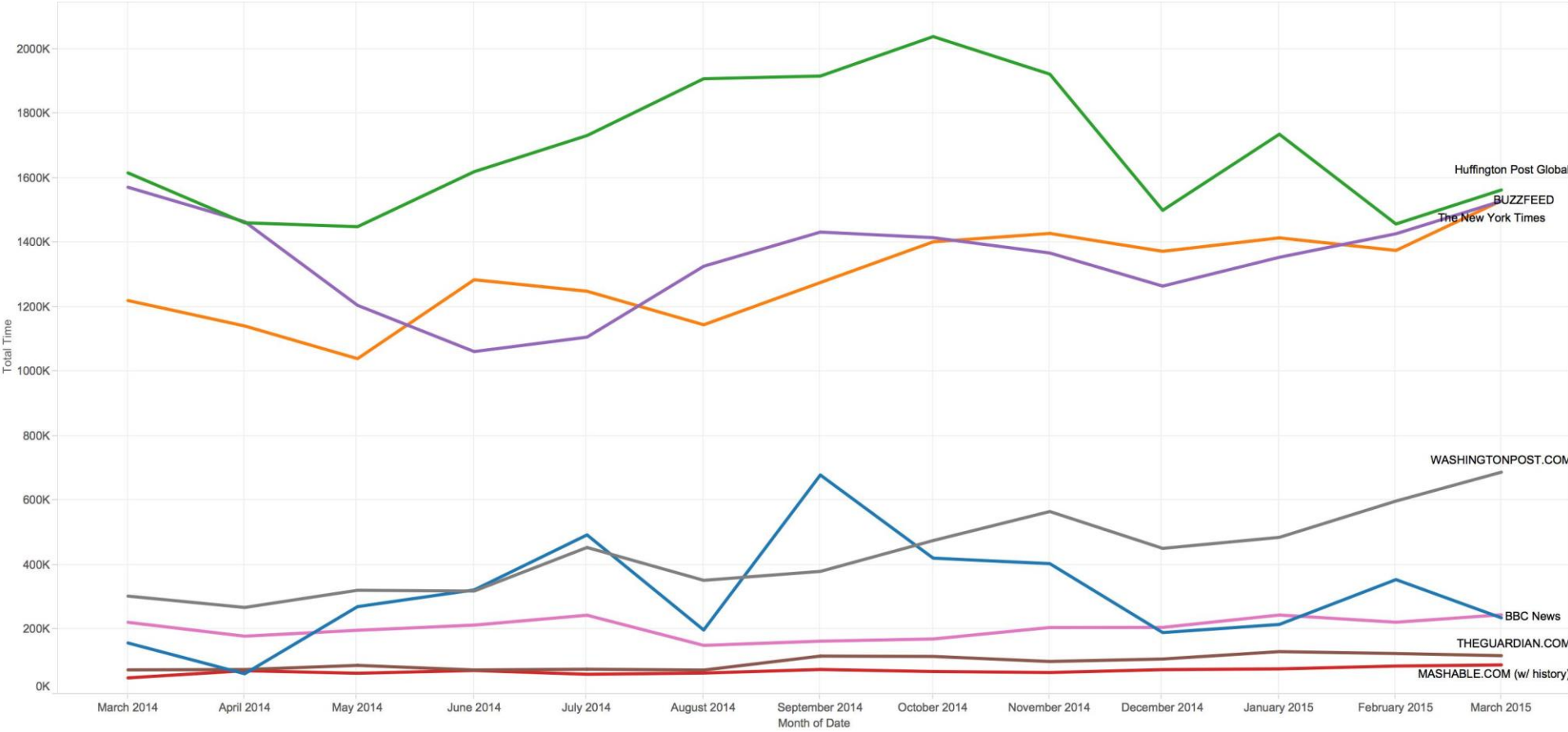
The New York Times

Michael Zimbalist
@zimbalist

Total Time Spent



What Advertisers Want…

They want to get the same level of engagement as our own content

Branded Content

We built a whole advertising segment
around the winning solution of engagement

OPINION
How My Mom Got Hacked

2.

THE UPSHOT
Racial Bias, Even When We Have Good Intentions

3. The Economics (and Nostalgia) of Dead Malls

4.

OPINION
The Liberation of Growing Old

5.

OPINION
Resolving to Create a New You

PAID POST

BrandStudio

NETFLIX ORANGE BLACK

Women Inmates: Why the Male Model Doesn't Work

As the number of women inmates soars, so does the need for policies and programs that meet their needs

By **Melanie Deziel**

CHARTBEAT STUDY

During the study period, at least five Paid Posts placed in the top half of NYT 10K (i.e. among the top 5,000 editorial articles on NYTimes.com) and one Paid Post, “Women Inmates: Why the Male Model Doesn’t Work,” from Netflix, was among the top 1,000 traffic articles on NYTimes.com during the same period.

1. WELL Please Stop Making That Noise

2. OP-ED CONTRIBUTOR A Disease Doctors Refuse to See

3. ESSAY A City Braces for Its Ballpark to Go the Way of Its Mills

4. WELL Meditation for a Good Night's Sleep

5. THOMAS L. FRIEDMAN ISIS Heads to Rome

6. OP-ED | MARK BITTMAN How Should We Eat?

7.

PAID POST

BrandStudio THE WEINSTEIN COMPANY THE IMITATION GAME

World War II's Greatest Hero: The True Story of Alan Turing

A computer pioneer who helped defeat the Nazis, Turing was a war hero working in secret, a gay man in an era of extraordinary prejudice and a genius before his time

Alan Turing in 1928. Sherborne School, via Agence France-Presse — Getty Images

WHEN ALAN TURING DIED IN 1954, a modest obituary in the **Manchester Guardian** spoke of an academic who pioneered the creation of the new electronic calculating machines. He liked long-distance running, chess and gardening, and entertained the idea that "electrical computators" would one day "do something akin to thinking." No writer of the time could fathom the true nature of **Turing's life and genius**, which are still being deciphered decades later.

Unknown to the general public at the time of his death, Turing was a World War II code-breaking hero who, as Winston Churchill would later recall, made the single biggest contribution to the Allied victory in World War II.

Turing's brilliant work in mathematics and logic laid out the blueprint for modern computers and, in turn, the digital age. To honor his trailblazing contribution, the Turing Prize — considered the Nobel Prize of computing — was established in 1966 as the field's highest distinction.

The New York Times

Michael Zimbalist
@zimbalist