



THE McCLATCHY COMPANY

Since 1857

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McCLATCHY REPORTS APRIL 2001 REVENUES

Sacramento, CA, April 16, 2001 – The McClatchy Company (NYSE: MNI) today reported that consolidated total revenues in April 2001 declined 2.9% and advertising revenues declined 4.0%. Year-to-date total revenues declined 1.6% while advertising revenues were down 1.9%

Advertising revenue performance at the Company's daily newspapers is summarized by region in McClatchy's statistical report which follows.

The McClatchy Company, headquartered in Sacramento, California, is a leading newspaper and Internet publisher. It publishes 11 daily and 13 non-daily newspapers located in western coastal states, North and South Carolina and the Twin Cities of Minneapolis/St. Paul. McClatchy newspapers have daily circulation of 1.4 million and Sunday circulation of 1.9 million. Along with the *Star Tribune* in Minneapolis, McClatchy's newspapers include, among others, *The Sacramento Bee*, *The News & Observer* (Raleigh, NC), *The Fresno Bee*, *The News Tribune* (Tacoma, WA) and the *Anchorage Daily News*.

McClatchy also publishes a leading local website in each of its 11 daily newspaper markets offering readers information, comprehensive news, advertising, e-commerce and other services. McClatchy owns and operates other media-related businesses, including Nando Media, a national online publishing operation and The Newspaper Network, a national newspaper marketing company. McClatchy is listed on the New York Stock Exchange under the symbol MNI.

The McClatchy Company
Consolidated Statistical Report

(In thousands, except for preprints and page views)

	Period 4			Period 4 Year-to-Date		
	2001	2000	% Change	2001	2000	% Change
Revenues - Net:						
Advertising						
Daily Newspapers:						
Minneapolis	\$29,237	\$31,129	-6.1%	\$103,768	\$109,907	-5.6%
California	29,147	29,723	-1.9%	100,370	100,202	0.2%
Carolinas	13,786	14,896	-7.5%	47,300	48,702	-2.9%
Northwest	11,929	11,936	-0.1%	40,424	39,002	3.6%
Communities	1,536	1,504	2.1%	5,001	4,689	6.7%
Total Advertising	\$85,635	\$89,188	-4.0%	\$296,863	\$302,502	-1.9%
Circulation	16,586	16,710	-0.7%	59,131	60,602	-2.4%
Other	2,845	2,520	12.9%	9,628	9,109	5.7%
Total Newspapers	\$105,066	\$108,418	-3.1%	\$365,622	\$372,213	-1.8%
Non-Newspapers	1,314	1,157	13.6%	4,456	3,947	12.9%
Total Revenue	\$106,380	\$109,575	-2.9%	\$370,078	\$376,160	-1.6%

Average Paid Circulation: (Monthly)

Daily	1,353.9	1,371.3	-1.3%	1,363.0	1,375.4	-0.9%
Sunday	1,845.0	1,871.4	-1.4%	1,845.7	1,872.9	-1.5%
Community Newspapers	67.6	65.9	2.6%	66.6	65.4	1.8%

Online: (Monthly)

Millions of Page Views	88.6	59.4	49.2%	326.9	244.9	33.5%
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Advertising Linage for Dailies:

Full Run ROP						
Retail	573.4	526.1	9.0%	1,846.2	1,787.4	3.3%
National	104.9	121.5	-13.7%	378.1	415.2	-8.9%
Classified	696.2	725.5	-4.0%	2,501.2	2,512.6	-0.5%
Total	1,374.5	1,373.1	0.1%	4,725.5	4,715.2	0.2%
Millions of Preprints Distributed	273.6	259.8	5.3%	905.6	858.8	5.4%

Full Run ROP Linage by Market for Dailies:

California:

<i>The Sacramento Bee</i>	234.2	235.3	-0.5%	827.4	826.8	0.1%
<i>The Fresno Bee</i>	119.5	113.8	5.0%	395.7	405.5	-2.4%
<i>The Modesto Bee</i>	109.1	99.0	10.2%	364.3	355.7	2.4%

Star Tribune, Minneapolis

	198.0	196.2	0.9%	698.6	679.8	2.8%
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Northwest:

<i>The News Tribune, Tacoma</i>	133.9	134.2	-0.2%	467.8	474.5	-1.4%
<i>Anchorage Daily News</i>	94.7	102.2	-7.3%	315.1	320.4	-1.7%
<i>Tri-City Herald</i>	77.3	74.2	4.2%	258.1	262.0	-1.5%

Carolinas:

<i>The News & Observer, Raleigh</i>	196.7	208.2	-5.5%	692.3	699.7	-1.1%
South Carolina Dailies	211.1	210.0	0.5%	706.2	690.8	2.2%
Total	1,374.5	1,373.1	0.1%	4,725.5	4,715.2	0.2%