



# THE McCLATCHY COMPANY

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## McCLATCHY REPORTS APRIL 2002 REVENUES

**Sacramento, CA, May 16, 2002 – The McClatchy Company (NYSE: MNI)** today reported that consolidated total revenues in April 2002 declined 0.8% and advertising revenues increased 0.1%. Year-to-date total revenues declined 3.2% while advertising revenues were down 3.0%.

The company noted that March and April comparisons were affected by an early Easter (falling on March 31, 2002) this year compared to 2001. Easter holiday tends to boost retail advertising and constrain classified advertising. The combined March and April advertising revenues (which remove the Easter effect from the comparisons) declined 0.9%. The combined advertising performance by region follows:

	Advertising Revenues - 2002 vs 2001		
	March	April	Combined
Minnesota	(8.0)	(3.6)	(5.5)
California	0.6%	2.2%	1.5%
Carolinas	3.1	0.1	1.4
Northwest	(1.2)	3.6	1.5
<b>Total</b>	<b>(2.2)%</b>	<b>0.1%</b>	<b>(0.9)%</b>

Advertising revenue and lineage performance at the company's daily newspapers in April 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 has daily circulation of 1.4 million and Sunday circulation of 1.85 million. McClatchy's newspapers include, among others, the *Star Tribune* in Minneapolis; the three Bee newspapers in California: *The Sacramento Bee*, *The Fresno Bee*, *The Modesto Bee*; *The News & Observer* (Raleigh, NC), *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 on-line publishing operation, and The Newspaper Network, a national sales and 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		
	2002	2001	% Change	2002	2001	% Change
<b>Revenues - Net:</b>						
Advertising						
Minneapolis	\$28,197	\$29,237	-3.6%	\$94,521	\$103,768	-8.9%
California	29,995	29,335	2.2%	102,383	100,964	1.4%
Carolinas	14,831	14,814	0.1%	49,347	50,701	-2.7%
Northwest	12,686	12,249	3.6%	41,623	41,430	0.5%
Total Advertising	\$85,709	\$85,635	0.1%	\$287,874	\$296,863	-3.0%
Circulation	16,358	16,586	-1.4%	57,506	59,131	-2.7%
Other	2,194	2,845	-22.9%	8,214	9,628	-14.7%
Total Newspapers	\$104,261	\$105,066	-0.8%	\$353,594	\$365,622	-3.3%
Non-Newspapers	1,283	1,314	-2.4%	4,517	4,456	1.4%
Total Revenue	\$105,544	\$106,380	-0.8%	\$358,111	\$370,078	-3.2%

**Average Paid Circulation: (Period) \***

Daily	1,387.3	1,361.8	1.9%	1,390.1	1,365.8	1.8%
Sunday	1,860.2	1,852.3	0.4%	1,850.8	1,848.2	0.1%
Community Newspapers	62.1	66.5	-6.6%	62.3	65.8	-5.3%

\*Beginning in 2002, McClatchy circulation is reported on a 5-4-4 fiscal calendar; 2001 has been restated to reflect fiscal periods.

**Online: (Monthly)**

Millions of Page Views	101.8	87.1	16.9%	397.6	322.0	23.5%
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**Advertising Linage for Dailies:**

Full Run ROP						
Retail	573.7	580.7	-1.2%	1,860.4	1,853.5	0.4%
National	102.3	106.5	-3.9%	354.5	379.7	-6.6%
Classified	700.7	687.7	1.9%	2,433.0	2,463.7	-1.2%
Total	1,376.7	1,374.9	0.1%	4,647.9	4,696.9	-1.0%
Millions of Preprints Distributed	287.3	262.5	9.4%	954.5	895.5	6.6%

**Full Run ROP Linage by Market for Dailies:**

**California:**

<i>The Sacramento Bee</i>	231.7	225.7	2.7%	801.4	789.9	1.5%
<i>The Fresno Bee</i>	117.6	128.4	-8.4%	405.1	404.5	0.1%
<i>The Modesto Bee</i>	123.6	109.1	13.3%	423.9	364.3	16.4%

**Star Tribune, Minneapolis**

	180.5	198.0	-8.8%	595.7	698.6	-14.7%
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**Northwest:**

<i>The News Tribune, Tacoma</i>	136.6	133.9	2.0%	462.6	467.8	-1.1%
<i>Anchorage Daily News</i>	100.3	94.7	5.9%	317.0	315.1	0.6%
<i>Tri-City Herald</i>	72.5	77.3	-6.2%	254.2	258.1	-1.5%

**Carolinas:**

<i>The News &amp; Observer, Raleigh</i>	203.6	196.7	3.5%	708.2	692.3	2.3%
South Carolina Dailies	210.3	211.1	-0.4%	679.8	706.3	-3.8%
Total	1,376.7	1,374.9	0.1%	4,647.9	4,696.9	-1.0%