



THE McCLATCHY COMPANY

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McCLATCHY REPORTS AUGUST 2002 REVENUES

Sacramento, CA, September 18, 2002 – The McClatchy Company (NYSE: MNI) today reported that consolidated total revenues in August 2002 grew 2.2% and advertising revenues increased 2.7%. The company noted that advertising revenues grew in each of its four regions in August. Year-to-date total revenues declined 1.6% while advertising revenues were down 1.2%.

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 has daily circulation of 1.4 million and Sunday circulation of 1.8 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 8			Period 8 Year-to-Date		
	2002	2001	% Change	2002	2001	% Change
Revenues - Net:						
Advertising						
Minneapolis	\$21,816	\$21,678	0.6%	\$186,590	\$196,322	-5.0%
California	24,786	23,958	3.5%	206,180	202,043	2.0%
Carolinas	11,478	10,918	5.1%	96,457	99,009	-2.6%
Northwest	10,128	9,885	2.5%	83,257	82,080	1.4%
Total Advertising	\$68,208	\$66,439	2.7%	\$572,484	\$579,454	-1.2%
Circulation	12,650	12,909	-2.0%	111,468	114,120	-2.3%
Other	2,049	1,928	6.3%	16,083	17,795	-9.6%
Total Newspapers	\$82,907	\$81,276	2.0%	\$700,035	\$711,369	-1.6%
Non-Newspapers	1,096	892	22.9%	8,794	8,689	1.2%
Total Revenue	\$84,003	\$82,168	2.2%	\$708,829	\$720,058	-1.6%

Average Paid Circulation: (Period) *

Daily	1,377.3	1,351.8	1.9%	1,375.4	1,357.8	1.3%
Sunday	1,865.9	1,831.7	1.9%	1,844.2	1,837.9	0.3%
Community Newspapers	59.1	63.8	-7.4%	61.9	65.2	-5.1%

*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	94.2	97.4	-3.3%	776.3	691.2	12.3%
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Advertising Linage for Dailies:

Full Run ROP						
Retail	457.1	443.5	3.1%	3,760.1	3,770.9	-0.3%
National	86.3	81.9	5.4%	721.3	772.3	-6.6%
Classified	581.4	572.7	1.5%	4,898.8	4,886.1	0.3%
Total	1,124.8	1,098.1	2.4%	9,380.2	9,429.3	-0.5%
Millions of Preprints Distributed	226.1	211.0	7.2%	1,878.2	1,740.7	7.9%

Full Run ROP Linage by Market for Dailies:

California:

<i>The Sacramento Bee</i>	202.3	192.4	5.1%	1,649.2	1,607.1	2.6%
<i>The Fresno Bee</i>	95.8	102.2	-6.3%	821.4	837.3	-1.9%
<i>The Modesto Bee</i>	99.2	95.0	4.4%	855.4	802.6	6.6%

Star Tribune, Minneapolis

	148.9	148.0	0.6%	1,226.9	1,346.1	-8.9%
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Northwest:

<i>The News Tribune, Tacoma</i>	117.5	115.6	1.6%	932.3	929.4	0.3%
<i>Anchorage Daily News</i>	76.3	82.1	-7.1%	644.5	649.7	-0.8%
<i>Tri-City Herald</i>	56.9	56.9	0.0%	497.0	507.7	-2.1%

Carolinas:

<i>The News & Observer, Raleigh</i>	167.0	151.2	10.4%	1,387.8	1,360.3	2.0%
South Carolina Dailies	160.9	154.7	4.0%	1,365.7	1,389.1	-1.7%
Total	1,124.8	1,098.1	2.4%	9,380.2	9,429.3	-0.5%