



# THE McCLATCHY COMPANY

*Since 1857*

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## **McCLATCHY REPORTS AUGUST 2003 REVENUES**

**Sacramento, CA, September 17, 2003 - The McClatchy Company (NYSE: MNI)** today reported that consolidated advertising revenues in August 2003 increased 2.8% and total revenues increased 1.7%. Year-to-date advertising revenues increased 3.3% and total revenues through August were up 2.4%.

Advertising revenue and lineage statistics for the month of August and year to date are reviewed in more detail 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 1.38 million and Sunday circulation of 1.85 million. McClatchy's newspapers include, among others, the *Star Tribune* in Minneapolis, *The Sacramento Bee*, *The Fresno Bee* and *The Modesto Bee* in California, *The News & Observer* (Raleigh, NC), *The News Tribune* (Tacoma, WA) and the *Anchorage Daily News*.

McClatchy also publishes leading local websites in each of its 11 daily newspaper markets, offering readers information, comprehensive news, advertising, e-commerce and other services, and owns and operates Nando Media, a national on-line publishing operation. 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		
	2003	2002	% Change	2003	2002	% Change
<b>Revenues - Net: *</b>						
Advertising						
Minneapolis	\$22,463	\$21,816	3.0%	\$189,717	\$186,590	1.7%
California	26,162	24,786	5.6%	220,218	206,180	6.8%
Carolinas	11,216	11,478	-2.3%	96,042	96,457	-0.4%
Northwest	10,268	10,128	1.4%	85,570	83,257	2.8%
Total Advertising	\$70,109	\$68,208	2.8%	\$591,547	\$572,484	3.3%
Circulation	12,701	12,650	0.4%	111,274	111,468	-0.2%
Other	1,599	2,049	-22.0%	14,251	16,083	-11.4%
Total Newspapers	\$84,409	\$82,907	1.8%	\$717,072	\$700,035	2.4%
Non-Newspapers	60	125	-52.0%	702	941	-25.4%
Total Revenue	\$84,469	\$83,032	1.7%	\$717,774	\$700,976	2.4%

\* Revenues reported are from continuing operations only.

**Average Paid Circulation: (Period)**

Daily	1,373.3	1,377.3	-0.3%	1,379.6	1,375.4	0.3%
Sunday	1,864.8	1,866.0	-0.1%	1,850.6	1,844.1	0.4%
Community Newspapers	60.3	62.8	-4.0%	60.9	62.7	-2.9%

**Online: (Monthly)**

Millions of Page Views	91.8	94.3	-2.7%	873.7	775.7	12.6%
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**Advertising Linage for Dailies:**

Full Run ROP						
Retail	415.4	444.0	-6.4%	3,604.3	3,666.2	-1.7%
National	90.2	85.4	5.6%	779.2	701.6	11.1%
Classified	579.9	598.8	-3.2%	4,946.2	5,015.9	-1.4%
Total	1,085.5	1,128.2	-3.8%	9,329.7	9,383.7	-0.6%
Millions of Preprints Distributed	198.6	226.1	-12.2%	1,982.7	1,878.2	5.6%

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

**California:**

<i>The Sacramento Bee</i>	200.6	202.3	-0.8%	1,691.5	1,649.2	2.6%
<i>The Fresno Bee</i>	97.6	95.8	1.9%	853.7	821.4	3.9%
<i>The Modesto Bee</i>	101.5	99.2	2.3%	875.3	855.4	2.3%

**Star Tribune, Minneapolis**

	149.9	148.8	0.7%	1,245.2	1,226.8	1.5%
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**Northwest:**

<i>The News Tribune, Tacoma</i>	101.3	117.5	-13.8%	852.5	932.3	-8.6%
<i>Anchorage Daily News</i>	71.7	76.3	-6.0%	608.7	644.5	-5.6%
<i>Tri-City Herald</i>	61.4	56.9	7.9%	509.5	497.0	2.5%

**Carolinas:**

<i>The News &amp; Observer, Raleigh</i>	145.4	167.0	-12.9%	1,294.6	1,387.8	-6.7%
South Carolina Dailies	156.1	164.4	-5.0%	1,398.7	1,369.3	2.1%
Total	1,085.5	1,128.2	-3.8%	9,329.7	9,383.7	-0.6%