

The McClatchy Company
Consolidated Statistical Report

(In thousands, except for preprints and page views)

	Period 12			Period 12 Year-to-Date		
	2001	2000	% Change	2001	2000	% Change
Revenues - Net:						
Advertising *						
Minneapolis	\$20,001	\$28,179	-29.0%	\$294,003	\$327,787	-10.3%
California	24,356	30,305	-19.6%	306,731	314,904	-2.6%
Carolinas	10,492	14,019	-25.2%	146,444	158,076	-7.4%
Northwest	9,500	11,993	-20.8%	124,197	125,978	-1.4%
Total Advertising	\$64,349	\$84,496	-23.8%	\$871,375	\$926,745	-6.0%
Circulation	12,611	15,920	-20.8%	168,462	175,429	-4.0%
Other	2,044	2,629	-22.3%	27,137	27,324	-0.7%
Total Newspapers	\$79,004	\$103,045	-23.3%	\$1,066,974	\$1,129,498	-5.5%
Non-Newspapers	1,129	1,545	-26.9%	13,079	12,626	3.6%
Total Revenue	\$80,133	\$104,590	-23.4%	\$1,080,053	\$1,142,124	-5.4%

* Beginning with period 7, 2001, McClatchy is reporting all newspapers consolidated (not breaking out non-daily operations).

Average Paid Circulation: (Monthly)

Daily	1,416.7	1,395.7	1.5%	1,387.2	1,378.5	0.6%
Sunday	1,877.9	1,863.1	0.8%	1,850.4	1,864.2	-0.7%
Community Newspapers	63.2	64.2	-1.6%	65.0	65.1	-0.2%

Online: (Monthly)

Millions of Page Views	83.6	66.1	26.5%	1,052.9	749.1	40.6%
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Advertising Linage for Dailies:

Full Run ROP						
Retail	539.3	689.1	-21.7%	5,810.2	5,885.4	-1.3%
National	91.0	117.4	-22.5%	1,151.5	1,263.0	-8.8%
Classified	473.5	590.7	-19.8%	7,166.5	7,564.3	-5.3%
Total	1,103.8	1,397.2	-21.0%	14,128.2	14,712.7	-4.0%
Millions of Preprints Distributed	261.5	315.0	-17.0%	2,790.1	2,799.1	-0.3%

Full Run ROP Linage by Market for Dailies:

California:

<i>The Sacramento Bee</i>	190.7	230.7	-17.3%	2,436.4	2,518.5	-3.3%
<i>The Fresno Bee</i>	104.9	137.1	-23.5%	1,217.9	1,302.8	-6.5%
<i>The Modesto Bee</i>	111.2	123.2	-9.7%	1,246.4	1,168.7	6.6%

Star Tribune, Minneapolis

	145.1	205.0	-29.2%	1,994.7	2,131.4	-6.4%
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Northwest:

<i>The News Tribune, Tacoma</i>	117.9	147.2	-19.9%	1,420.3	1,490.5	-4.7%
<i>Anchorage Daily News</i>	66.3	88.8	-25.3%	967.2	1,042.4	-7.2%
<i>Tri-City Herald</i>	58.4	68.8	-15.1%	757.5	796.5	-4.9%

Carolinas:

<i>The News & Observer, Raleigh</i>	154.2	194.3	-20.6%	2,033.3	2,115.2	-3.9%
South Carolina Dailies	155.1	202.1	-23.3%	2,054.5	2,146.7	-4.3%
Total	1,103.8	1,397.2	-21.0%	14,128.2	14,712.7	-4.0%