

**The McClatchy Company**  
**Consolidated Statistical Report**

(In thousands, except for preprints and page views)

	Period 12			Period 12 Year-to-Date		
	2003	2002	% Change	2003	2002	% Change
<b>Revenues - Net: *</b>						
Advertising						
Minneapolis	\$23,835	\$22,357	6.6%	\$294,894	\$288,343	2.3%
California	28,048	26,401	6.2%	338,485	315,585	7.3%
Carolinas	11,325	10,865	4.2%	146,769	145,842	0.6%
Northwest	10,249	10,356	-1.0%	130,480	128,068	1.9%
Total Advertising	\$73,457	\$69,979	5.0%	\$910,628	\$877,838	3.7%
Circulation	12,616	12,576	0.3%	165,552	166,050	-0.3%
Other	1,805	1,841	-2.0%	22,239	24,663	-9.8%
Total Newspapers	\$87,878	\$84,396	4.1%	\$1,098,419	\$1,068,551	2.8%
Non-Newspapers	66	100	-34.0%	972	1,409	-31.0%
Total Revenue	\$87,944	\$84,496	4.1%	\$1,099,391	\$1,069,960	2.8%

\* Revenues reported are from continuing operations only.

**Average Paid Circulation:**

Daily	1,417.5	1,426.2	-0.6%	1,398.6	1,392.9	0.4%
Sunday	1,863.1	1,907.9	-2.3%	1,864.7	1,856.7	0.4%
Community Newspapers	60.5	61.9	-2.3%	61.1	62.8	-2.7%

**Online: (Monthly)**

Millions of Page Views**	99.3	85.2	16.5%	1,252.0	1,044.4	19.9%
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\*\* Page Views have been restated to remove discontinued products.

**Advertising Linage for Dailies:**

Full Run ROP						
Retail	530.8	551.9	-3.8%	5,665.1	5,772.8	-1.9%
National	107.4	89.2	20.4%	1,219.6	1,091.7	11.7%
Classified	503.3	522.0	-3.6%	7,387.0	7,526.4	-1.9%
Total	1,141.5	1,163.1	-1.9%	14,271.7	14,390.9	-0.8%
Millions of Preprints Distributed	316.1	295.5	7.0%	3,276.8	3,034.7	8.0%

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

**California:**

<i>The Sacramento Bee</i>	201.2	198.7	1.3%	2,573.8	2,489.8	3.4%
<i>The Fresno Bee</i>	119.3	118.9	0.3%	1,318.1	1,286.1	2.5%
<i>The Modesto Bee</i>	112.1	116.4	-3.7%	1,327.3	1,314.3	1.0%

**Star Tribune, Minneapolis**

	164.5	157.6	4.4%	1,929.8	1,904.3	1.3%
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**Northwest:**

<i>The News Tribune, Tacoma</i>	115.7	127.0	-8.9%	1,363.4	1,482.8	-8.1%
<i>Anchorage Daily News</i>	63.0	66.5	-5.3%	918.0	972.6	-5.6%
<i>Tri-City Herald</i>	60.1	58.0	3.6%	787.2	762.8	3.2%

**Carolinas:**

<i>The News &amp; Observer, Raleigh</i>	142.8	155.4	-8.1%	1,934.6	2,077.8	-6.9%
South Carolina Dailies	162.8	164.6	-1.1%	2,119.5	2,100.4	0.9%
Total	1,141.5	1,163.1	-1.9%	14,271.7	14,390.9	-0.8%