

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

(In thousands, except for preprints and page views)

	Period 2			Period 2 Year-to-Date		
	2002	2001	% Change	2002	2001	% Change
<b>Revenues - Net:</b>						
Advertising						
Minneapolis	\$20,906	\$22,301	-6.3%	\$45,216	\$51,596	-12.4%
California	23,207	22,654	2.4%	49,500	48,869	1.3%
Carolinas	11,033	11,122	-0.8%	22,725	24,457	-7.1%
Northwest	9,155	9,223	-0.7%	19,558	19,692	-0.7%
Total Advertising	\$64,301	\$65,300	-1.5%	\$136,999	\$144,614	-5.3%
Circulation	12,906	13,259	-2.7%	28,701	29,427	-2.5%
Other	2,049	2,499	-18.0%	4,188	4,761	-12.0%
Total Newspapers	\$79,256	\$81,058	-2.2%	\$169,888	\$178,802	-5.0%
Non-Newspapers	1,116	1,006	10.9%	2,118	2,011	5.3%
Total Revenue	\$80,372	\$82,064	-2.1%	\$172,006	\$180,813	-4.9%

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

Daily	1,390.1	1,366.9	1.7%	1,389.2	1,369.5	1.4%
Sunday	1,851.3	1,849.0	0.1%	1,847.8	1,845.8	0.1%
Community Newspapers	62.9	66.7	-5.7%	63.0	65.4	-3.7%

\*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	92.3	74.6	23.7%	185.5	145.2	27.8%
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**Advertising Linage for Dailies:**

Full Run ROP						
Retail	409.7	410.1	-0.1%	849.5	853.3	-0.4%
National	81.9	90.9	-9.9%	171.4	187.2	-8.4%
Classified	550.0	551.1	-0.2%	1,177.2	1,214.6	-3.1%
Total	1,041.6	1,052.1	-1.0%	2,198.1	2,255.1	-2.5%
Millions of Preprints Distributed	217.6	201.9	7.8%	450.1	430.5	4.6%

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

**California:**

<i>The Sacramento Bee</i>	178.9	179.0	-0.1%	387.8	384.4	0.9%
<i>The Fresno Bee</i>	92.3	87.4	5.6%	194.4	186.6	4.2%
<i>The Modesto Bee</i>	98.2	84.4	16.4%	200.4	171.1	17.1%

**Star Tribune, Minneapolis**

	130.4	151.3	-13.8%	278.8	345.5	-19.3%
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**Northwest:**

<i>The News Tribune, Tacoma</i>	108.5	107.8	0.6%	223.8	226.0	-1.0%
<i>Anchorage Daily News</i>	67.2	67.1	0.1%	143.2	146.2	-2.1%
<i>Tri-City Herald</i>	61.4	62.9	-2.4%	126.3	125.1	1.0%

**Carolinas:**

<i>The News &amp; Observer, Raleigh</i>	159.2	157.2	1.3%	331.4	339.0	-2.2%
South Carolina Dailies	145.5	155.0	-6.1%	312.0	331.2	-5.8%
Total	1,041.6	1,052.1	-1.0%	2,198.1	2,255.1	-2.5%