



# THE McCLATCHY COMPANY

*Since 1857*

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## **McCLATCHY REPORTS FEBRUARY 2003 REVENUES**

**Sacramento, CA, March 19, 2003 - The McClatchy Company (NYSE: MNI)** today reported that consolidated advertising revenues in February 2003 increased 3.0% and total revenues increased 2.4%. Year-to-date advertising revenues increased 4.2% and total revenues through February were up 3.3%.

Advertising revenue performance at the Company's 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 11 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 1.39 million and Sunday circulation of 1.85 million. Along with the *Star Tribune* in Minneapolis, McClatchy's newspapers include, among others, *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. 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 2			Period 2 Year-to-Date		
	2003	2002	% Change	2003	2002	% Change
<b>Revenues - Net:</b>						
Advertising						
Minneapolis	\$21,420	\$20,906	2.5%	\$46,718	\$45,216	3.3%
California	24,637	23,207	6.2%	52,759	49,500	6.6%
Carolinas	10,792	11,033	-2.2%	23,031	22,725	1.3%
Northwest	9,408	9,155	2.8%	20,207	19,558	3.3%
Total Advertising	\$66,257	\$64,301	3.0%	\$142,715	\$136,999	4.2%
Circulation	12,915	12,906	0.1%	28,802	28,701	0.4%
Other	2,009	2,049	-2.0%	3,784	4,188	-9.6%
Total Newspapers	\$81,181	\$79,256	2.4%	\$175,301	\$169,888	3.2%
Non-Newspapers	1,111	1,116	-0.4%	2,324	2,118	9.7%
Total Revenue	\$82,292	\$80,372	2.4%	\$177,625	\$172,006	3.3%

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

Daily	1,388.8	1,392.0	-0.2%	1,383.4	1,391.3	-0.6%
Sunday	1,844.5	1,849.7	-0.3%	1,845.5	1,846.0	0.0%
Community Newspapers	60.4	61.8	-2.3%	59.7	62.8	-4.9%

\*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	110.7	93.6	18.3%	228.7	191.6	19.4%
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**Advertising Linage for Dailies:**

Full Run ROP						
Retail	408.0	400.9	1.8%	862.5	832.6	3.6%
National	86.3	81.9	5.4%	176.9	173.4	2.0%
Classified	555.5	557.5	-0.4%	1,202.5	1,190.8	1.0%
Total	1,049.8	1,040.3	0.9%	2,241.9	2,196.8	2.1%
Millions of Preprints Distributed	231.7	217.5	6.5%	489.1	450.0	8.7%

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

**California:**

<i>The Sacramento Bee</i>	187.5	177.7	5.5%	403.1	386.5	4.3%
<i>The Fresno Bee</i>	96.0	92.3	4.0%	205.9	194.4	5.9%
<i>The Modesto Bee</i>	99.6	98.2	1.4%	205.5	200.4	2.5%

**Star Tribune, Minneapolis**

	137.9	130.4	5.8%	301.2	278.8	8.0%
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**Northwest:**

<i>The News Tribune, Tacoma</i>	93.6	108.4	-13.7%	205.7	223.8	-8.1%
<i>Anchorage Daily News</i>	65.2	67.2	-3.0%	141.8	143.2	-1.0%
<i>Tri-City Herald</i>	58.8	61.4	-4.2%	117.6	126.3	-6.9%

**Carolinas:**

<i>The News &amp; Observer, Raleigh</i>	150.2	159.2	-5.7%	329.2	331.4	-0.7%
South Carolina Dailies	161.0	145.5	10.7%	331.9	312.0	6.4%
Total	1,049.8	1,040.3	0.9%	2,241.9	2,196.8	2.1%