



THE McCLATCHY COMPANY

Since 1857

Contact: Elaine Lintecum
Director of Treasury Services
916-321-1846
elintecum@mcclatchy.com

McCLATCHY REPORTS JANUARY 2001 REVENUES

Sacramento, CA, February 16, 2001 - The McClatchy Company (NYSE: MNI) - today reported that consolidated advertising revenues in January 2001 increased 2.0% and total revenues grew 1.0%. At the Company's daily newspapers, retail advertising increased 5.5% and national grew 1.4%, but classified revenues declined 1.2%

Advertising revenue growth at the company's daily newspapers is summarized by region as follows:

<u>Region</u>	Period 1 Daily Newspapers Ad Revenue <u>Growth %</u>
Minnesota	(1.4)
California	2.2
Carolinas	5.8
Northwest	6.1
Total	1.9

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 1.4 million and Sunday circulation of 1.9 million. Along with the *Star Tribune* in Minneapolis, McClatchy's newspapers include, among others, *The Sacramento Bee*, *The News & Observer* (Raleigh, NC), *The Fresno Bee*, *The News Tribune* (Tacoma, WA) and the *Anchorage Daily News*. McClatchy also publishes a leading local website 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 1			Period 1 Year-to-Date		
	<u>2001</u>	<u>2000</u>	<u>% Change</u>	<u>2001</u>	<u>2000</u>	<u>% Change</u>
Revenues - Net:						
Newspapers:						
Advertising	\$79,314	\$77,722	2.0%	\$79,314	\$77,722	2.0%
Circulation	16,168	16,821	-3.9%	16,168	16,821	-3.9%
Other	2,262	2,364	-4.3%	2,262	2,364	-4.3%
Total Newspapers	<u>\$97,744</u>	<u>\$96,907</u>	<u>0.9%</u>	<u>\$97,744</u>	<u>\$96,907</u>	<u>0.9%</u>
Non-Newspapers	1,005	894	12.4%	1,005	894	12.4%
Total Revenue	<u>\$98,749</u>	<u>\$97,801</u>	<u>1.0%</u>	<u>\$98,749</u>	<u>\$97,801</u>	<u>1.0%</u>
Average Paid Circulation: (Monthly)						
Daily	1,359.5	1,379.4	-1.4%	1,359.5	1,379.4	-1.4%
Sunday	1,840.9	1,870.9	-1.6%	1,840.9	1,870.9	-1.6%
Community Newspapers	64.6	64.6	0.0%	64.6	64.6	0.0%
Online: (Monthly)						
Millions of Page Views	68.8	59.8	15.1%	68.8	59.8	15.1%
Advertising Linage for Dailies:						
Full Run ROP						
Retail	443.2	443.8	-0.1%	443.2	443.8	-0.1%
National	96.4	107.7	-10.5%	96.4	107.7	-10.5%
Classified	674.9	654.0	3.2%	674.9	654.0	3.2%
Total	<u>1,214.5</u>	<u>1,205.5</u>	<u>0.7%</u>	<u>1,214.5</u>	<u>1,205.5</u>	<u>0.7%</u>
Millions of Preprints Distributed	228.6	212.1	7.8%	228.6	212.1	7.8%
Full Run ROP Linage by Market for Dailies:						
California:						
<i>The Sacramento Bee</i>	212.9	222.0	-4.1%	212.9	222.0	-4.1%
<i>The Fresno Bee</i>	99.2	98.1	1.1%	99.2	98.1	1.1%
<i>The Modesto Bee</i>	86.7	90.4	-4.1%	86.7	90.4	-4.1%
Star Tribune , Minneapolis	194.3	184.9	5.1%	194.3	184.9	5.1%
Northwest:						
<i>The News Tribune , Tacoma</i>	118.2	124.9	-5.4%	118.2	124.9	-5.4%
<i>Anchorage Daily News</i>	82.9	75.6	9.7%	82.9	75.6	9.7%
<i>Tri-City Herald</i>	62.2	62.5	-0.5%	62.2	62.5	-0.5%
Carolinas:						
<i>The News & Observer , Raleigh</i>	181.9	172.4	5.5%	181.9	172.4	5.5%
South Carolina Dailies	176.2	174.7	0.9%	176.2	174.7	0.9%
Total	<u>1,214.5</u>	<u>1,205.5</u>	<u>0.7%</u>	<u>1,214.5</u>	<u>1,205.5</u>	<u>0.7%</u>