



THE McCLATCHY COMPANY

Since 1857

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McCLATCHY REPORTS JANUARY 2002 REVENUES

Sacramento, CA, February 15, 2002 - The McClatchy Company (NYSE: MNI) today reported that consolidated advertising revenues in January 2002 decreased 8.3% and total revenues declined 7.2%.

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 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 1.39 million and Sunday circulation of 1.84 million. McClatchy's newspapers include, among others, the *Star Tribune* in Minneapolis; the three Bee newspapers in California: *The Sacramento Bee*, *The Fresno Bee*, *The Modesto Bee*; *The News & Observer* (Raleigh, NC), *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)

	<u>Period 1</u>			<u>Period 1 Year-to-Date</u>		
	<u>2002</u>	<u>2001</u>	<u>% Change</u>	<u>2002</u>	<u>2001</u>	<u>% Change</u>
Revenues - Net:						
Advertising						
Minneapolis	\$24,310	\$29,295	-17.0%	\$24,310	\$29,295	-17.0%
California	26,293	26,215	0.3%	26,293	26,215	0.3%
Carolinas	11,692	13,335	-12.3%	11,692	13,335	-12.3%
Northwest	10,403	10,469	-0.6%	10,403	10,469	-0.6%
Total Advertising	\$72,698	\$79,314	-8.3%	\$72,698	\$79,314	-8.3%
Circulation	15,795	16,168	-2.3%	15,795	16,168	-2.3%
Other	2,139	2,262	-5.4%	2,139	2,262	-5.4%
Total Newspapers	\$90,632	\$97,744	-7.3%	\$90,632	\$97,744	-7.3%
Non-Newspapers	1,002	1,005	-0.3%	1,002	1,005	-0.3%
Total Revenue	\$91,634	\$98,749	-7.2%	\$91,634	\$98,749	-7.2%

Average Paid Circulation: (Period)*

Daily	1,388.5	1,371.5	1.2%	1,388.5	1,371.5	1.2%
Sunday	1,844.9	1,843.2	0.1%	1,844.9	1,843.2	0.1%
Community Newspapers	63.1	64.6	-2.3%	63.1	64.6	-2.3%

*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	88.8	70.6	25.8%	88.8	70.6	25.8%
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Advertising Linage for Dailies:

Full Run ROP						
Retail	439.8	443.2	-0.8%	439.8	443.2	-0.8%
National	89.5	96.4	-7.2%	89.5	96.4	-7.2%
Classified	627.2	663.5	-5.5%	627.2	663.5	-5.5%
Total	1,156.5	1,203.1	-3.9%	1,156.5	1,203.1	-3.9%
Millions of Preprints Distributed	232.5	228.6	1.7%	232.5	228.6	1.7%

Full Run ROP Linage by Market for Dailies:

California:

<i>The Sacramento Bee</i>	208.9	205.4	1.7%	208.9	205.4	1.7%
<i>The Fresno Bee</i>	102.1	99.2	2.9%	102.1	99.2	2.9%
<i>The Modesto Bee</i>	102.2	86.7	17.9%	102.2	86.7	17.9%

Star Tribune, Minneapolis

	148.4	194.3	-23.6%	148.4	194.3	-23.6%
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Northwest:

<i>The News Tribune, Tacoma</i>	115.4	118.2	-2.4%	115.4	118.2	-2.4%
<i>Anchorage Daily News</i>	76.0	79.0	-3.8%	76.0	79.0	-3.8%
<i>Tri-City Herald</i>	64.9	62.2	4.3%	64.9	62.2	4.3%

Carolinas:

<i>The News & Observer, Raleigh</i>	172.1	181.9	-5.4%	172.1	181.9	-5.4%
South Carolina Dailies	166.5	176.2	-5.5%	166.5	176.2	-5.5%
Total	1,156.5	1,203.1	-3.9%	1,156.5	1,203.1	-3.9%