



# THE McCLATCHY COMPANY

*Since 1857*

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## **McCLATCHY REPORTS JANUARY 2003 REVENUES**

**Sacramento, CA, February 14, 2003 - The McClatchy Company (NYSE: MNI)** today reported that consolidated advertising revenues in January 2003 increased 5.2% and total revenues increased 4.0%.

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 1**

<b>Revenues - Net:</b>	<u>2003</u>	<u>2002</u>	<u>% Change</u>
Advertising			
Minneapolis	\$25,298	\$24,310	4.1%
California	28,122	26,293	7.0%
Carolinas	12,239	11,692	4.7%
Northwest	10,799	10,403	3.8%
Total Advertising	<u>\$76,458</u>	<u>\$72,698</u>	5.2%
Circulation	15,887	15,795	0.6%
Other	1,775	2,139	-17.0%
Total Newspapers	<u>\$94,120</u>	<u>\$90,632</u>	3.8%
Non-Newspapers	1,213	1,002	21.1%
Total Revenue	<u><u>\$95,333</u></u>	<u><u>\$91,634</u></u>	4.0%

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

Daily	1,380.5	1,390.6	-0.7%
Sunday	1,846.1	1,843.1	0.2%
Community Newspapers	59.2	63.6	-6.9%

**Online: (Monthly)**

Millions of Page Views	118.0	97.9	20.5%
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**Advertising Linage for Dailies:**

Full Run ROP			
Retail	455.2	431.7	5.4%
National	89.9	91.4	-1.6%
Classified	665.6	633.3	5.1%
Total	<u>1,210.7</u>	<u>1,156.4</u>	4.7%
Millions of Preprints Distributed	257.4	232.5	10.7%

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

**California:**

<i>The Sacramento Bee</i>	215.6	208.8	3.3%
<i>The Fresno Bee</i>	109.9	102.1	7.6%
<i>The Modesto Bee</i>	105.9	102.2	3.6%

<b>Star Tribune, Minneapolis</b>	163.2	148.4	10.0%
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**Northwest:**

<i>The News Tribune, Tacoma</i>	112.1	115.4	-2.9%
<i>Anchorage Daily News</i>	76.6	76.0	0.8%
<i>Tri-City Herald</i>	58.8	64.9	-9.4%

**Carolinas:**

<i>The News &amp; Observer, Raleigh</i>	179.0	172.1	4.0%
South Carolina Dailies	189.6	166.5	13.9%
Total	<u><u>1,210.7</u></u>	<u><u>1,156.4</u></u>	4.7%