



# THE McCLATCHY COMPANY

*Since 1857*

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## **McCLATCHY REPORTS JULY 2003 REVENUES**

**Sacramento, CA, August 13, 2003 - The McClatchy Company (NYSE: MNI)** today reported that consolidated advertising revenues in July 2003 increased 3.1% and total revenues increased 2.3%. Year-to-date advertising revenues increased 3.4% and total revenues through July were up 2.5%.

Advertising revenue and lineage statistics for the month of July and year to date are reviewed in more detail 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 1.85 million. McClatchy's newspapers include, among others, the *Star Tribune* in Minneapolis, *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, and owns and operates Nando Media, a national on-line publishing operation. 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 7			Period 7 Year-to-Date		
	2003	2002	% Change	2003	2002	% Change
<b>Revenues - Net: *</b>						
Advertising						
Minneapolis	\$25,256	\$25,175	0.3%	\$167,254	\$164,774	1.5%
California	31,354	29,370	6.8%	194,056	181,394	7.0%
Carolinas	13,377	13,033	2.6%	84,826	84,979	-0.2%
Northwest	11,490	11,424	0.6%	75,302	73,129	3.0%
Total Advertising	\$81,477	\$79,002	3.1%	\$521,438	\$504,276	3.4%
Circulation	15,637	15,605	0.2%	98,573	98,818	-0.2%
Other	1,874	2,094	-10.5%	12,652	14,034	-9.8%
Total Newspapers	\$98,988	\$96,701	2.4%	\$632,663	\$617,128	2.5%
Non-Newspapers	66	131	-49.6%	642	816	-21.3%
Total Revenue	\$99,054	\$96,832	2.3%	\$633,305	\$617,944	2.5%

\* Revenues reported are from continuing operations only.

**Average Paid Circulation: (Period)**

Daily	1,344.4	1,331.5	1.0%	1,380.3	1,374.9	0.4%
Sunday	1,855.1	1,822.2	1.8%	1,848.8	1,841.2	0.4%
Community Newspapers	60.3	61.6	-2.1%	61.0	62.6	-2.6%

**Online: (Monthly)**

Millions of Page Views	99.1	93.2	6.3%	781.9	681.5	14.7%
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**Advertising Linage for Dailies:**

Full Run ROP						
Retail	501.1	505.7	-0.9%	3,189.2	3,222.2	-1.0%
National	105.8	96.3	9.9%	689.0	616.2	11.8%
Classified	718.1	733.2	-2.1%	4,366.3	4,417.1	-1.2%
Total	1,325.0	1,335.2	-0.8%	8,244.5	8,255.5	-0.1%
Millions of Preprints Distributed	269.3	259.7	3.7%	1,784.1	1,652.1	8.0%

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

**California:**

<i>The Sacramento Bee</i>	247.5	245.8	0.7%	1,491.0	1,446.9	3.0%
<i>The Fresno Bee</i>	121.6	122.6	-0.8%	756.1	725.6	4.2%
<i>The Modesto Bee</i>	137.0	120.5	13.7%	773.8	756.2	2.3%

**Star Tribune, Minneapolis**

	171.2	170.4	0.5%	1,095.2	1,078.0	1.6%
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**Northwest:**

<i>The News Tribune, Tacoma</i>	114.5	125.8	-9.0%	751.2	814.7	-7.8%
<i>Anchorage Daily News</i>	83.5	92.9	-10.1%	537.1	568.2	-5.5%
<i>Tri-City Herald</i>	71.6	66.5	7.7%	448.0	440.2	1.8%

**Carolinas:**

<i>The News &amp; Observer, Raleigh</i>	179.1	191.1	-6.3%	1,149.2	1,220.8	-5.9%
South Carolina Dailies	199.0	199.6	-0.3%	1,242.9	1,204.9	3.2%
Total	1,325.0	1,335.2	-0.8%	8,244.5	8,255.5	-0.1%