



THE McCLATCHY COMPANY

Since 1857

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McCLATCHY REPORTS JULY 2001 REVENUES

Sacramento, CA, August 17, 2001 – The McClatchy Company (NYSE: MNI) today reported that consolidated total revenues in July 2001 declined 3.5% and advertising revenues declined 3.8%. Year-to-date total revenues declined 2.6% while advertising revenues were down 3.1%

Advertising revenue performance at the Company's newspapers is summarized by region in McClatchy's statistical report which follows. Beginning in July, advertising revenues at our non-daily newspapers have been reported in the appropriate regions (advertising at non-dailies were reported separately in previous reports).

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 newspapers have 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 online publishing operation and The Newspaper Network, a national newspaper 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 7			Period 7 Year-to-Date		
	2001	2000	% Change	2001	2000	% Change
Revenues - Net:						
Advertising *						
Minneapolis	\$25,734	\$28,138	-8.5%	\$174,644	\$189,022	-7.6%
California	28,759	28,973	-0.7%	178,085	177,867	0.1%
Carolinas	13,482	14,019	-3.8%	88,091	91,673	-3.9%
Northwest	11,204	11,138	0.6%	72,195	70,595	2.3%
Total Advertising	\$79,179	\$82,268	-3.8%	\$513,015	\$529,157	-3.1%
Circulation	15,977	16,422	-2.7%	101,211	103,598	-2.3%
Other	2,105	2,160	-2.5%	15,867	15,365	3.3%
Total Newspapers	\$97,261	\$100,850	-3.6%	\$630,093	\$648,120	-2.8%
Non-Newspapers	1,141	1,093	4.4%	7,797	6,766	15.2%
Total Revenue	\$98,402	\$101,943	-3.5%	\$637,890	\$654,886	-2.6%

* Beginning with period 7, 2001, McClatchy is reporting all newspapers consolidated (not breaking out non-daily operations).

Average Paid Circulation: (Monthly)

Daily	1,336.6	1,349.0	-0.9%	1,358.0	1,366.1	-0.6%
Sunday	1,822.6	1,836.9	-0.8%	1,838.3	1,859.8	-1.2%
Community Newspapers	65.8	63.1	4.3%	65.5	64.9	0.9%

Online: (Monthly)

Millions of Page Views	92.2	58.4	57.9%	593.7	417.9	42.1%
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Advertising Linage for Dailies:

Full Run ROP						
Retail	524.8	517.6	1.4%	3,299.4	3,186.5	3.5%
National	107.7	101.3	6.3%	686.9	725.5	-5.3%
Classified	703.8	738.3	-4.7%	4,312.7	4,458.2	-3.3%
Total	1,336.3	1,357.2	-1.5%	8,299.0	8,370.2	-0.9%
Millions of Preprints Distributed	238.7	239.1	-0.2%	1,536.5	1,487.1	3.3%

Full Run ROP Linage by Market for Dailies:

California:

<i>The Sacramento Bee</i>	235.3	236.5	-0.5%	1,414.7	1,454.2	-2.7%
<i>The Fresno Bee</i>	109.9	120.1	-8.5%	703.6	721.6	-2.5%
<i>The Modesto Bee</i>	139.8	133.9	4.4%	707.6	665.7	6.3%

Star Tribune, Minneapolis

	175.8	182.5	-3.7%	1,198.1	1,190.1	0.7%
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Northwest:

<i>The News Tribune, Tacoma</i>	123.0	132.5	-7.2%	813.8	836.4	-2.7%
<i>Anchorage Daily News</i>	93.1	96.8	-3.8%	567.6	582.5	-2.6%
<i>Tri-City Herald</i>	72.4	71.0	2.0%	450.8	458.8	-1.7%

Carolinas:

<i>The News & Observer, Raleigh</i>	188.3	188.6	-0.2%	1,208.6	1,233.9	-2.1%
South Carolina Dailies	198.7	195.3	1.7%	1,234.2	1,227.0	0.6%
Total	1,336.3	1,357.2	-1.5%	8,299.0	8,370.2	-0.9%