



THE McCLATCHY COMPANY

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

McCLATCHY REPORTS JULY 2002 REVENUES

Sacramento, CA, August 19, 2002 – The McClatchy Company (NYSE: MNI) today reported that consolidated total revenues in July 2002 declined 0.5% and advertising revenues declined 0.2%. The company noted that the year-ago comparisons were somewhat tougher in July than in recent months. Ad revenues declined 0.2% in July versus a 3.8% decline in July 2001. This compares to a 0.1% ad revenue increase in June 2002 versus a 4.5% decline last June. Year-to-date total revenues declined 2.0% while advertising revenues were down 1.7%.

Advertising revenue performance at the Company's daily 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 1.4 million and Sunday circulation of 1.85 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)

	Period 7			Period 7 Year-to-Date		
	2002	2001	% Change	2002	2001	% Change
Revenues - Net:						
Advertising						
Minneapolis	\$25,175	\$25,734	-2.2%	\$164,774	\$174,644	-5.7%
California	29,370	28,759	2.1%	181,394	178,085	1.9%
Carolinas	13,033	13,482	-3.3%	84,979	88,091	-3.5%
Northwest	11,424	11,204	2.0%	73,129	72,195	1.3%
Total Advertising	\$79,002	\$79,179	-0.2%	\$504,276	\$513,015	-1.7%
Circulation	15,605	15,977	-2.3%	98,818	101,211	-2.4%
Other	2,094	2,105	-0.5%	14,034	15,867	-11.6%
Total Newspapers	\$96,701	\$97,261	-0.6%	\$617,128	\$630,093	-2.1%
Non-Newspapers	1,219	1,141	6.8%	7,698	7,797	-1.3%
Total Revenue	\$97,920	\$98,402	-0.5%	\$624,826	\$637,890	-2.0%

Average Paid Circulation: (Period) *

Daily	1,332.3	1,340.6	-0.6%	1,375.1	1,358.5	1.2%
Sunday	1,824.5	1,828.2	-0.2%	1,841.7	1,838.7	0.2%
Community Newspapers	61.2	65.5	-6.6%	62.3	65.4	-4.7%

*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	91.9	92.2	-0.3%	680.0	593.8	14.5%
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Advertising Linage for Dailies:

Full Run ROP						
Retail	519.8	531.7	-2.2%	3,303.0	3,327.4	-0.7%
National	97.8	107.9	-9.4%	635.0	690.4	-8.0%
Classified	718.7	704.5	2.0%	4,325.8	4,313.3	0.3%
Total	1,336.3	1,344.1	-0.6%	8,263.8	8,331.1	-0.8%
Millions of Preprints Distributed	259.7	240.4	8.0%	1,652.1	1,529.6	8.0%

Full Run ROP Linage by Market for Dailies:

California:

<i>The Sacramento Bee</i>	246.9	235.3	4.9%	1,455.2	1,414.7	2.9%
<i>The Fresno Bee</i>	122.6	117.0	4.8%	725.6	735.1	-1.3%
<i>The Modesto Bee</i>	120.5	139.8	-13.8%	756.2	707.6	6.9%

Star Tribune, Minneapolis

	170.4	175.8	-3.1%	1,078.0	1,198.1	-10.0%
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Northwest:

<i>The News Tribune, Tacoma</i>	125.8	123.0	2.3%	814.7	813.8	0.1%
<i>Anchorage Daily News</i>	92.9	93.1	-0.2%	568.2	567.6	0.1%
<i>Tri-City Herald</i>	66.5	72.4	-8.1%	440.2	450.8	-2.4%

Carolinas:

<i>The News & Observer, Raleigh</i>	191.1	188.7	1.3%	1,220.8	1,209.0	1.0%
South Carolina Dailies	199.6	199.0	0.3%	1,204.9	1,234.4	-2.4%
Total	1,336.3	1,344.1	-0.6%	8,263.8	8,331.1	-0.8%