

The McClatchy Company
Consolidated Statistical Report

(In thousands, except for preprints and page views)

	Period 6			Period 6 Year-to-Date		
	2001	2000	% Change	2001	2000	% Change
Revenues - Net:						
Advertising						
Daily Newspapers:						
Minneapolis	\$22,245	\$25,058	-11.2%	\$148,911	\$160,883	-7.4%
California	24,120	23,700	1.8%	148,492	148,085	0.3%
Carolinas	10,983	11,837	-7.2%	69,591	72,918	-4.6%
Northwest	9,347	9,361	-0.1%	59,458	57,933	2.6%
Communities	1,170	1,074	8.9%	7,384	7,070	4.4%
Total Advertising	\$67,865	\$71,030	-4.5%	\$433,836	\$446,889	-2.9%
Circulation	12,959	13,225	-2.0%	85,234	87,176	-2.2%
Other	2,036	2,019	0.8%	13,762	13,205	4.2%
Total Newspapers	\$82,860	\$86,274	-4.0%	\$532,832	\$547,270	-2.6%
Non-Newspapers	1,049	852	23.1%	6,656	5,673	17.3%
Total Revenue	\$83,909	\$87,126	-3.7%	\$539,488	\$552,943	-2.4%
Average Paid Circulation: (Monthly)						
Daily	1,341.0	1,344.9	-0.3%	1,359.6	1,369.0	-0.7%
Sunday	1,823.4	1,837.4	-0.8%	1,840.8	1,864.1	-1.2%
Community Newspapers	63.3	64.4	-1.7%	65.3	65.3	0.0%
Online: (Monthly)						
Millions of Page Views	83.5	55.5	50.5%	500.8	359.5	39.3%
Advertising Linage for Dailies:						
Full Run ROP						
Retail	458.8	432.8	6.0%	2,775.0	2,668.9	4.0%
National	99.0	102.3	-3.2%	579.2	624.2	-7.2%
Classified	576.8	605.1	-4.7%	3,672.6	3,719.9	-1.3%
Total	1,134.6	1,140.2	-0.5%	7,026.8	7,013.0	0.2%
Millions of Preprints Distributed	194.5	188.1	3.4%	1,297.7	1,248.0	4.0%
Full Run ROP Linage by Market for Dailies:						
California:						
<i>The Sacramento Bee</i>	205.2	193.8	5.9%	1,243.1	1,217.7	2.1%
<i>The Fresno Bee</i>	98.4	98.4	0.0%	593.8	601.4	-1.3%
<i>The Modesto Bee</i>	110.2	89.0	23.8%	567.7	531.8	6.8%
Star Tribune, Minneapolis	158.5	163.5	-3.1%	1,022.2	1,007.6	1.4%
Northwest:						
<i>The News Tribune, Tacoma</i>	105.9	116.6	-9.2%	690.8	703.9	-1.9%
<i>Anchorage Daily News</i>	78.0	81.5	-4.3%	475.0	485.7	-2.2%
<i>Tri-City Herald</i>	58.0	61.5	-5.7%	378.4	387.8	-2.4%
Carolinas:						
<i>The News & Observer, Raleigh</i>	160.2	171.8	-6.8%	1,020.3	1,045.2	-2.4%
South Carolina Dailies	160.2	164.1	-2.4%	1,035.5	1,031.9	0.3%
Total	1,134.6	1,140.2	-0.5%	7,026.8	7,013.0	0.2%