

The McClatchy Company
Consolidated Statistical Report

(In thousands, except for preprints and page views)

	Period 6			Period 6 Year-to-Date		
	2003	2002	% Change	2003	2002	% Change
Revenues - Net: *						
Advertising						
Minneapolis	\$21,428	\$22,545	-5.0%	\$141,998	\$139,599	1.7%
California	26,957	24,331	10.8%	162,702	152,024	7.0%
Carolinas	11,054	11,182	-1.1%	71,449	71,946	-0.7%
Northwest	10,121	9,844	2.8%	63,812	61,705	3.4%
Total Advertising	\$69,560	\$67,902	2.4%	\$439,961	\$425,274	3.5%
Circulation	12,524	12,981	-3.5%	82,936	83,213	-0.3%
Other	1,594	1,792	-11.0%	10,778	11,940	-9.7%
Total Newspapers	\$83,678	\$82,675	1.2%	\$533,675	\$520,427	2.5%
Non-Newspapers	89	136	-34.6%	576	685	-15.9%
Total Revenue	\$83,767	\$82,811	1.2%	\$534,251	\$521,112	2.5%

* Revenues reported are from continuing operations only.

Average Paid Circulation: (Period)

Daily	1,360.2	1,342.5	1.3%	1,387.1	1,383.3	0.3%
Sunday	1,843.4	1,822.7	1.1%	1,847.9	1,844.8	0.2%
Community Newspapers	60.2	61.0	-1.3%	61.1	62.9	-2.9%

Online: (Monthly)

Millions of Page Views	91.9	87.9	4.6%	682.8	588.3	16.1%
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Advertising Linage for Dailies:

Full Run ROP						
Retail	430.9	447.3	-3.7%	2,688.0	2,716.5	-1.0%
National	106.7	87.9	21.4%	583.2	519.9	12.2%
Classified	599.1	604.5	-0.9%	3,656.5	3,683.9	-0.7%
Total	1,136.7	1,139.7	-0.3%	6,927.7	6,920.3	0.1%
Millions of Preprints Distributed	228.3	212.6	7.4%	1,514.8	1,392.4	8.8%

Full Run ROP Linage by Market for Dailies:

California:

<i>The Sacramento Bee</i>	209.1	200.7	4.2%	1,243.4	1,201.0	3.5%
<i>The Fresno Bee</i>	105.8	99.4	6.4%	634.5	603.1	5.2%
<i>The Modesto Bee</i>	113.5	106.0	7.1%	636.8	635.8	0.2%

Star Tribune, Minneapolis

	151.2	161.0	-6.1%	924.0	907.5	1.8%
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Northwest:

<i>The News Tribune, Tacoma</i>	104.9	112.3	-6.6%	636.7	688.9	-7.6%
<i>Anchorage Daily News</i>	70.6	76.2	-7.3%	453.6	475.3	-4.6%
<i>Tri-City Herald</i>	62.0	60.7	2.1%	376.5	373.7	0.7%

Carolinas:

<i>The News & Observer, Raleigh</i>	148.6	162.6	-8.6%	970.1	1,029.7	-5.8%
South Carolina Dailies	171.0	160.8	6.3%	1,052.1	1,005.3	4.7%
Total	1,136.7	1,139.7	-0.3%	6,927.7	6,920.3	0.1%