

The McClatchy Company
Consolidated Statistical Report

(In thousands, except for preprints and page views)

	Period 6			Period 6 Year-to-Date		
	2002	2001	% Change	2002	2001	% Change
Revenues - Net:						
Advertising						
Minneapolis	\$22,545	\$22,243	1.4%	\$139,599	\$148,910	-6.3%
California	24,331	24,243	0.4%	152,024	149,326	1.8%
Carolinas	11,182	11,779	-5.1%	71,946	74,609	-3.6%
Northwest	9,844	9,600	2.5%	61,705	60,991	1.2%
Total Advertising	\$67,902	\$67,865	0.1%	\$425,274	\$433,836	-2.0%
Circulation	12,981	12,959	0.2%	83,213	85,234	-2.4%
Other	1,792	2,036	-12.0%	11,940	13,762	-13.2%
Total Newspapers	\$82,675	\$82,860	-0.2%	\$520,427	\$532,832	-2.3%
Non-Newspapers	998	1,049	-4.9%	6,479	6,656	-2.7%
Total Revenue	\$83,673	\$83,909	-0.3%	\$526,906	\$539,488	-2.3%

Average Paid Circulation: (Period) *

Daily	1,340.5	1,333.6	0.5%	1,382.9	1,361.9	1.5%
Sunday	1,821.2	1,821.4	0.0%	1,844.6	1,840.7	0.2%
Community Newspapers	61.8	64.2	-3.7%	62.6	65.4	-4.3%

*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	87.2	84.1	3.7%	587.5	501.6	17.1%
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Advertising Linage for Dailies:

Full Run ROP						
Retail	459.9	466.5	-1.4%	2,782.2	2,795.7	-0.5%
National	92.8	99.8	-7.0%	537.6	582.5	-7.7%
Classified	586.7	565.4	3.8%	3,605.8	3,608.8	-0.1%
Total	1,139.4	1,131.7	0.7%	6,925.6	6,987.0	-0.9%
Millions of Preprints Distributed	212.6	195.8	8.6%	1,392.4	1,289.3	8.0%

Full Run ROP Linage by Market for Dailies:

California:

<i>The Sacramento Bee</i>	201.8	193.8	4.1%	1,208.3	1,179.4	2.5%
<i>The Fresno Bee</i>	99.5	106.9	-6.9%	603.0	618.1	-2.4%
<i>The Modesto Bee</i>	106.0	110.2	-3.8%	635.8	567.7	12.0%

Star Tribune, Minneapolis

	161.0	158.6	1.5%	907.5	1,022.3	-11.2%
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Northwest:

<i>The News Tribune, Tacoma</i>	112.3	105.9	6.0%	688.9	690.8	-0.3%
<i>Anchorage Daily News</i>	76.2	78.0	-2.3%	475.3	474.5	0.2%
<i>Tri-City Herald</i>	60.7	57.9	4.8%	373.7	378.4	-1.2%

Carolinas:

<i>The News & Observer, Raleigh</i>	161.3	160.2	0.7%	1,028.5	1,020.3	0.8%
South Carolina Dailies	160.6	160.2	0.2%	1,004.6	1,035.5	-3.0%
Total	1,139.4	1,131.7	0.7%	6,925.6	6,987.0	-0.9%