

The McClatchy Company
Consolidated Statistical Report

(In thousands, except for preprints and page views)

	Period 3			Period 3 Year-to-Date		
	2001	2000	% Change	2001	2000	% Change
Revenues - Net:						
Advertising						
Daily Newspapers:						
Minneapolis	\$22,935	\$24,795	-7.5%	\$74,531	\$78,779	-5.4%
California	22,622	22,784	-0.7%	71,222	70,479	1.1%
Carolinas	10,617	11,453	-7.3%	33,514	33,806	-0.9%
Northwest	9,225	8,789	5.0%	28,494	27,065	5.3%
Communities	1,215	1,138	6.8%	3,467	3,185	8.9%
Total Advertising	\$66,614	\$68,959	-3.4%	\$211,228	\$213,314	-1.0%
Circulation	13,118	13,509	-2.9%	42,545	43,892	-3.1%
Other	2,022	1,887	7.2%	6,783	6,589	2.9%
Total Newspapers	\$81,754	\$84,355	-3.1%	\$260,556	\$263,795	-1.2%
Non-Newspapers	1,131	1,048	7.9%	3,142	2,790	12.6%
Total Revenue	\$82,885	\$85,403	-2.9%	\$263,698	\$266,585	-1.1%
Average Paid Circulation: (Monthly)						
Daily	1,371.9	1,382.3	-0.8%	1,365.4	1,375.6	-0.7%
Sunday	1,846.9	1,880.1	-1.8%	1,845.9	1,873.3	-1.5%
Community Newspapers	67.1	65.7	2.1%	66.2	65.1	1.7%
Online: (Monthly)						
Millions of Page Views	95.9	67.4	42.3%	244.5	185.5	31.8%
Advertising Linage for Dailies:						
Full Run ROP						
Retail	419.5	414.1	1.3%	1,272.7	1,261.3	0.9%
National	85.9	96.5	-11.0%	273.2	293.7	-7.0%
Classified	574.9	579.1	-0.7%	1,811.9	1,787.1	1.4%
Total	1,080.3	1,089.7	-0.9%	3,357.8	3,342.1	0.5%
Millions of Preprints Distributed	208.1	200.8	3.6%	632.1	599.0	5.5%
Full Run ROP Linage by Market for Dailies:						
California:						
<i>The Sacramento Bee</i>	193.3	185.7	4.1%	593.1	591.5	0.3%
<i>The Fresno Bee</i>	89.5	96.8	-7.5%	276.1	291.7	-5.3%
<i>The Modesto Bee</i>	84.1	83.3	1.0%	255.3	256.7	-0.5%
Star Tribune , Minneapolis	155.1	151.0	2.7%	500.6	483.6	3.5%
Northwest:						
<i>The News Tribune , Tacoma</i>	107.9	111.8	-3.5%	333.9	340.3	-1.9%
<i>Anchorage Daily News</i>	74.2	70.4	5.4%	227.3	218.2	4.2%
<i>Tri-City Herald</i>	55.7	65.1	-14.4%	180.8	187.8	-3.7%
Carolinas:						
<i>The News & Observer , Raleigh</i>	156.5	166.3	-5.9%	495.6	491.5	0.8%
South Carolina Dailies	164.0	159.3	3.0%	495.1	480.8	3.0%
Total	1,080.3	1,089.7	-0.9%	3,357.8	3,342.1	0.5%