

**The McClatchy Company**  
**Consolidated Statistical Report**

(In thousands, except for preprints and page views)

	Period 3			Period 3 Year-to-Date		
	2002	2001	% Change	2002	2001	% Change
<b>Revenues - Net:</b>						
Advertising						
Minneapolis	\$21,108	\$22,935	-8.0%	\$66,324	\$74,531	-11.0%
California	22,888	22,760	0.6%	72,388	71,629	1.1%
Carolinas	11,791	11,430	3.2%	34,516	35,887	-3.8%
Northwest	9,379	9,489	-1.2%	28,937	29,181	-0.8%
Total Advertising	\$65,166	\$66,614	-2.2%	\$202,165	\$211,228	-4.3%
Circulation	12,447	13,118	-5.1%	41,148	42,545	-3.3%
Other	1,832	2,022	-9.4%	6,020	6,783	-11.2%
Total Newspapers	\$79,445	\$81,754	-2.8%	\$249,333	\$260,556	-4.3%
Non-Newspapers	1,116	1,131	-1.3%	3,234	3,142	2.9%
Total Revenue	\$80,561	\$82,885	-2.8%	\$252,567	\$263,698	-4.2%

**Average Paid Circulation: (Period) \***

Daily	1,385.5	1,364.7	1.5%	1,387.9	1,368.0	1.5%
Sunday	1,850.9	1,848.6	0.1%	1,848.1	1,846.7	0.1%
Community Newspapers	60.9	66.0	-7.7%	62.3	65.5	-4.9%

\*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	104.4	89.6	16.5%	294.6	234.8	25.5%
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**Advertising Linage for Dailies:**

Full Run ROP						
Retail	437.3	419.5	4.2%	1,286.7	1,272.8	1.1%
National	80.8	86.0	-6.0%	252.2	273.2	-7.7%
Classified	553.9	561.4	-1.3%	1,732.3	1,776.0	-2.5%
Total	1,072.0	1,066.9	0.5%	3,271.2	3,322.0	-1.5%
Millions of Preprints Distributed	217.1	202.6	7.2%	667.2	633.0	5.4%

**Full Run ROP Linage by Market for Dailies:**

**California:**

<i>The Sacramento Bee</i>	180.6	179.8	0.4%	569.6	564.2	1.0%
<i>The Fresno Bee</i>	93.2	89.5	4.1%	287.5	276.1	4.1%
<i>The Modesto Bee</i>	99.9	84.1	18.8%	300.3	255.3	17.6%

**Star Tribune, Minneapolis**

	136.4	155.1	-12.1%	415.2	500.6	-17.1%
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**Northwest:**

<i>The News Tribune, Tacoma</i>	102.2	107.9	-5.3%	326.1	333.9	-2.3%
<i>Anchorage Daily News</i>	73.5	74.2	-0.9%	216.6	220.4	-1.7%
<i>Tri-City Herald</i>	55.5	55.7	-0.4%	181.8	180.8	0.6%

**Carolinas:**

<i>The News &amp; Observer, Raleigh</i>	173.2	156.6	10.6%	504.6	495.6	1.8%
South Carolina Dailies	157.5	164.0	-4.0%	469.5	495.1	-5.2%
Total	1,072.0	1,066.9	0.5%	3,271.2	3,322.0	-1.5%