

The McClatchy Company
Consolidated Statistical Report

(In thousands, except for preprints and page views)

	Period 3			Period 3 Year-to-Date		
	2003	2002	% Change	2003	2002	% Change
Revenues - Net: *						
Advertising						
Minneapolis	\$21,903	\$21,108	3.8%	\$68,622	\$66,324	3.5%
California	24,791	22,888	8.3%	77,549	72,385	7.1%
Carolinas	11,277	11,791	-4.4%	34,307	34,519	-0.6%
Northwest	9,736	9,379	3.8%	29,944	28,937	3.5%
Total Advertising	\$67,707	\$65,166	3.9%	\$210,422	\$202,165	4.1%
Circulation	12,858	12,447	3.3%	41,660	41,148	1.2%
Other	1,673	1,832	-8.7%	5,457	6,020	-9.4%
Total Newspapers	\$82,238	\$79,445	3.5%	\$257,539	\$249,333	3.3%
Non-Newspapers	99	108	-8.3%	342	317	7.9%
Total Revenue	\$82,337	\$79,553	3.5%	\$257,881	\$249,650	3.3%

* Revenues reported are from continuing operations only.

Average Paid Circulation: (Period)

Daily	1,413.5	1,390.7	1.6%	1,392.5	1,391.1	0.1%
Sunday	1,852.2	1,850.0	0.1%	1,847.3	1,847.0	0.0%
Community Newspapers	61.7	64.1	-3.7%	61.7	63.4	-2.7%

Online: (Monthly)

Millions of Page Views	117.2	104.5	12.2%	346.0	296.1	16.9%
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Advertising Linage for Dailies:

Full Run ROP						
Retail	412.5	428.9	-3.8%	1,275.0	1,261.5	1.1%
National	87.2	80.0	9.0%	264.1	253.4	4.2%
Classified	568.0	562.2	1.0%	1,770.4	1,753.1	1.0%
Total	1,067.7	1,071.1	-0.3%	3,309.5	3,268.0	1.3%
Millions of Preprints Distributed	234.6	217.1	8.1%	723.7	667.1	8.5%

Full Run ROP Linage by Market for Dailies:

California:

<i>The Sacramento Bee</i>	187.8	179.4	4.7%	590.9	565.9	4.4%
<i>The Fresno Bee</i>	97.7	93.2	4.8%	303.5	287.5	5.6%
<i>The Modesto Bee</i>	99.6	99.9	-0.3%	305.1	300.3	1.6%

Star Tribune, Minneapolis

	135.1	136.4	-1.0%	436.3	415.2	5.1%
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Northwest:

<i>The News Tribune, Tacoma</i>	97.4	102.2	-4.7%	303.1	326.1	-7.1%
<i>Anchorage Daily News</i>	67.9	73.4	-7.5%	209.7	216.6	-3.2%
<i>Tri-City Herald</i>	62.1	55.5	11.9%	179.7	181.8	-1.2%

Carolinas:

<i>The News & Observer, Raleigh</i>	156.5	173.2	-9.6%	485.6	504.6	-3.8%
South Carolina Dailies	163.6	157.9	3.6%	495.6	470.0	5.4%
Total	1,067.7	1,071.1	-0.3%	3,309.5	3,268.0	1.3%