

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

(In thousands, except for preprints and page views)

	Period 5			Period 5 Year-to-Date		
	2001	2000	% Change	2001	2000	% Change
<b>Revenues - Net:</b>						
Advertising						
Daily Newspapers:						
Minneapolis	\$22,898	\$25,918	-11.7%	\$126,667	\$135,826	-6.7%
California	24,003	24,182	-0.7%	124,372	124,385	0.0%
Carolinas	11,308	12,380	-8.7%	58,608	61,082	-4.1%
Northwest	9,687	9,571	1.2%	50,110	48,572	3.2%
Communities	1,212	1,306	-7.2%	6,214	5,994	3.7%
Total Advertising	\$69,108	\$73,357	-5.8%	\$365,971	\$375,859	-2.6%
Circulation	13,144	13,349	-1.5%	72,275	73,951	-2.3%
Other	2,098	2,077	1.0%	11,726	11,186	4.8%
Total Newspapers	\$84,350	\$88,783	-5.0%	\$449,972	\$460,996	-2.4%
Non-Newspapers	1,151	874	31.7%	5,607	4,821	16.3%
Total Revenue	\$85,501	\$89,657	-4.6%	\$455,579	\$465,817	-2.2%

**Average Paid Circulation: (Monthly)**

Daily	1,364.6	1,367.9	-0.2%	1,363.3	1,373.8	-0.8%
Sunday	1,837.1	1,852.6	-0.8%	1,844.1	1,869.1	-1.3%
Community Newspapers	65.1	65.9	-1.2%	65.6	65.5	0.2%

**Online: (Monthly)**

Millions of Page Views	95.6	59.1	61.8%	417.3	304.0	37.3%
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**Advertising Linage for Dailies:**

Full Run ROP						
Retail	469.6	448.7	4.7%	2,315.8	2,236.1	3.6%
National	102.1	106.7	-4.3%	480.2	521.9	-8.0%
Classified	594.5	602.2	-1.3%	3,095.7	3,114.8	-0.6%
Total	1,166.2	1,157.6	0.7%	5,891.7	5,872.8	0.3%
Millions of Preprints Distributed	197.3	201.1	-1.9%	1,103.3	1,059.9	4.1%

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

**California:**

<i>The Sacramento Bee</i>	210.6	197.1	6.8%	1,038.0	1,023.9	1.4%
<i>The Fresno Bee</i>	99.7	97.4	2.4%	495.4	503.0	-1.5%
<i>The Modesto Bee</i>	93.2	87.1	7.0%	457.5	442.8	3.3%

**Star Tribune, Minneapolis**

	165.1	164.3	0.5%	863.7	844.0	2.3%
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**Northwest:**

<i>The News Tribune, Tacoma</i>	117.1	112.8	3.8%	584.9	587.3	-0.4%
<i>Anchorage Daily News</i>	81.4	83.8	-2.9%	396.5	404.2	-1.9%
<i>Tri-City Herald</i>	62.3	64.3	-3.1%	320.4	326.3	-1.8%

**Carolinas:**

<i>The News &amp; Observer, Raleigh</i>	167.8	173.7	-3.4%	860.1	873.4	-1.5%
South Carolina Dailies	169.0	177.1	-4.6%	875.2	867.9	0.8%
Total	1,166.2	1,157.6	0.7%	5,891.7	5,872.8	0.3%