

The McClatchy Company
Consolidated Statistical Report

(In thousands, except for preprints and page views)

	Period 5			Period 5 Year-to-Date		
	2002	2001	% Change	2002	2001	% Change
Revenues - Net:						
Advertising						
Minneapolis	\$22,533	\$22,899	-1.6%	\$117,054	\$126,667	-7.6%
California	25,310	24,119	4.9%	127,693	125,083	2.1%
Carolinas	11,417	12,129	-5.9%	60,764	62,830	-3.3%
Northwest	10,238	9,961	2.8%	51,861	51,391	0.9%
Total Advertising	\$69,498	\$69,108	0.6%	\$357,372	\$365,971	-2.3%
Circulation	12,726	13,144	-3.2%	70,232	72,275	-2.8%
Other	1,934	2,098	-7.8%	10,148	11,726	-13.5%
Total Newspapers	\$84,158	\$84,350	-0.2%	\$437,752	\$449,972	-2.7%
Non-Newspapers	964	1,151	-16.2%	5,481	5,607	-2.2%
Total Revenue	\$85,122	\$85,501	-0.4%	\$443,233	\$455,579	-2.7%

Average Paid Circulation: (Period) *

Daily	1,389.6	1,371.9	1.3%	1,390.6	1,367.0	1.7%
Sunday	1,836.0	1,826.4	0.5%	1,848.8	1,844.3	0.2%
Community Newspapers	59.2	65.1	-9.1%	61.3	65.6	-6.6%

*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	100.8	95.5	5.5%	498.6	417.5	19.4%
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Advertising Linage for Dailies:

Full Run ROP						
Retail	461.9	475.7	-2.9%	2,322.3	2,329.2	-0.3%
National	90.2	103.0	-12.4%	444.8	482.6	-7.8%
Classified	585.6	579.7	1.0%	3,019.1	3,043.3	-0.8%
Total	1,137.7	1,158.4	-1.8%	5,786.2	5,855.1	-1.2%
Millions of Preprints Distributed	225.4	198.0	13.8%	1,179.8	1,093.5	7.9%

Full Run ROP Linage by Market for Dailies:

California:

<i>The Sacramento Bee</i>	205.0	195.8	4.7%	1,006.4	985.6	2.1%
<i>The Fresno Bee</i>	98.4	106.7	-7.8%	503.6	511.2	-1.5%
<i>The Modesto Bee</i>	105.9	93.2	13.6%	529.8	457.5	15.8%

Star Tribune, Minneapolis

	150.9	165.1	-8.6%	746.5	863.7	-13.6%
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Northwest:

<i>The News Tribune, Tacoma</i>	114.0	117.1	-2.6%	576.6	584.9	-1.4%
<i>Anchorage Daily News</i>	82.2	81.4	1.0%	399.1	396.5	0.7%
<i>Tri-City Herald</i>	58.8	62.3	-5.6%	313.0	320.4	-2.3%

Carolinas:

<i>The News & Observer, Raleigh</i>	158.4	167.8	-5.6%	867.2	860.1	0.8%
South Carolina Dailies	164.1	169.0	-2.9%	844.0	875.2	-3.6%
Total	1,137.7	1,158.4	-1.8%	5,786.2	5,855.1	-1.2%