

The McClatchy Company
Consolidated Statistical Report

(In thousands, except for preprints and page views)

	<u>Period 11</u>			<u>Period 11 Year-to-Date</u>		
	<u>2003</u>	<u>2002</u>	<u>% Change</u>	<u>2003</u>	<u>2002</u>	<u>% Change</u>
Revenues - Net: *						
Advertising						
Minneapolis	\$26,440	\$26,026	1.6%	\$271,059	\$265,986	1.9%
California	29,266	27,547	6.2%	310,437	289,184	7.3%
Carolinas	12,608	12,356	2.0%	135,444	134,977	0.3%
Northwest	11,196	11,188	0.1%	120,231	117,712	2.1%
Total Advertising	\$79,510	\$77,117	3.1%	\$837,171	\$807,859	3.6%
Circulation	12,818	12,845	-0.2%	152,936	153,474	-0.4%
Other	2,040	2,176	-6.3%	20,434	22,822	-10.5%
Total Newspapers	\$94,368	\$92,138	2.4%	\$1,010,541	\$984,155	2.7%
Non-Newspapers	79	122	-35.2%	906	1,309	-30.8%
Total Revenue	\$94,447	\$92,260	2.4%	\$1,011,447	\$985,464	2.6%

* Revenues reported are from continuing operations only.

Average Paid Circulation: (Period)

Daily	1,447.7	1,437.0	0.7%	1,397.0	1,390.0	0.5%
Sunday	1,921.9	1,880.7	2.2%	1,864.9	1,853.1	0.6%
Community Newspapers	61.4	62.9	-2.4%	61.1	62.9	-2.9%

Online: (Monthly)

Millions of Page Views**	91.9	78.0	17.8%	1,116.7	959.3	16.4%
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** Page Views have been restated to remove discontinued products.

Advertising Linage for Dailies:

Full Run ROP						
Retail	513.9	525.0	-2.1%	5,134.3	5,220.8	-1.7%
National	106.9	100.8	6.1%	1,112.2	1,002.4	11.0%
Classified	568.5	574.7	-1.1%	6,883.7	7,004.3	-1.7%
Total	1,189.3	1,200.5	-0.9%	13,130.2	13,227.5	-0.7%
Millions of Preprints Distributed	334.6	328.1	2.0%	2,960.7	2,739.3	8.1%

Full Run ROP Linage by Market for Dailies:

California:

<i>The Sacramento Bee</i>	212.7	198.1	7.4%	2,372.6	2,291.0	3.6%
<i>The Fresno Bee</i>	113.7	115.4	-1.5%	1,198.9	1,167.1	2.7%
<i>The Modesto Bee</i>	107.5	109.8	-2.1%	1,215.2	1,197.8	1.5%

Star Tribune, Minneapolis

	166.8	167.6	-0.5%	1,765.4	1,746.7	1.1%
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Northwest:

<i>The News Tribune, Tacoma</i>	119.1	130.1	-8.5%	1,247.7	1,355.8	-8.0%
<i>Anchorage Daily News</i>	72.9	76.1	-4.2%	855.0	906.1	-5.6%
<i>Tri-City Herald</i>	59.0	57.8	2.1%	727.0	704.8	3.1%

Carolinas:

<i>The News & Observer, Raleigh</i>	155.6	167.4	-7.0%	1,791.8	1,922.3	-6.8%
South Carolina Dailies	182.0	178.2	2.1%	1,956.6	1,935.9	1.1%
Total	1,189.3	1,200.5	-0.9%	13,130.2	13,227.5	-0.7%