



THE McCLATCHY COMPANY

Since 1857

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McCLATCHY REPORTS OCTOBER 2001 REVENUES

Sacramento, CA, November 19, 2001 – The McClatchy Company (NYSE: MNI) today reported that consolidated total revenues in October 2001 declined 6.3% and advertising revenues declined 6.8%. Year-to-date total revenues declined 3.8% while advertising revenues were down 4.5%.

McClatchy also announced that its management will be providing an update on the company's performance at the Credit Suisse First Boston Media Week conference on December 4 at 11:00 am Eastern time.

Advertising revenue performance at the Company's newspapers is summarized by region in McClatchy's statistical report, which follows. Beginning in July, advertising revenues at our non-daily newspapers have been reported in the appropriate regions (advertising at non-dailies were reported separately in previous reports).

The McClatchy Company, headquartered in Sacramento, California, is a leading newspaper and Internet publisher. It publishes 11 daily and 13 non-daily newspapers located in western coastal states, North and South Carolina and the Twin Cities of Minneapolis/St. Paul. McClatchy newspapers have daily circulation of 1.4 million and Sunday circulation of 1.9 million. Along with the *Star Tribune* in Minneapolis, McClatchy's newspapers include, among others, the three Bee Newspapers in California: *The Sacramento Bee*, *The Fresno Bee*, and *The Modesto Bee*; *The News & Observer* (Raleigh, NC), *The News Tribune* (Tacoma, WA) and the *Anchorage Daily News*.

McClatchy also publishes a leading local website in each of its 11 daily newspaper markets offering readers information, comprehensive news, advertising, e-commerce and other services. McClatchy owns and operates other media-related businesses, including Nando Media, a national online publishing operation and The Newspaper Network, a national newspaper marketing company. McClatchy is listed on the New York Stock Exchange under the symbol MNI.

The McClatchy Company
Consolidated Statistical Report

(In thousands, except for preprints and page views)

	Period 10			Period 10 Year-to-Date		
	2001	2000	% Change	2001	2000	% Change
Revenues - Net:						
Advertising *						
Minneapolis	\$29,018	\$32,399	-10.4%	\$248,194	\$272,914	-9.1%
California	30,274	31,209	-3.0%	255,401	258,437	-1.2%
Carolinas	13,803	15,271	-9.6%	123,878	131,186	-5.6%
Northwest	12,298	12,749	-3.5%	104,018	103,083	0.9%
Total Advertising	\$85,393	\$91,628	-6.8%	\$731,491	\$765,620	-4.5%
Circulation	16,022	16,528	-3.1%	143,476	146,424	-2.0%
Other	2,729	3,081	-11.4%	22,783	22,633	0.7%
Total Newspapers	\$104,144	\$111,237	-6.4%	\$897,750	\$934,677	-4.0%
Non-Newspapers	1,231	1,172	5.0%	10,956	9,857	11.1%
Total Revenue	\$105,375	\$112,409	-6.3%	\$908,706	\$944,534	-3.8%

* Beginning with period 7, 2001, McClatchy is reporting all newspapers consolidated (not breaking out non-daily operations).

Average Paid Circulation: (Monthly)

Daily	1,446.0	1,405.4	2.9%	1,378.8	1,373.5	0.4%
Sunday	1,880.9	1,884.0	-0.2%	1,845.1	1,862.5	-0.9%
Community Newspapers	65.5	66.4	-1.4%	65.2	65.1	0.2%

Online: (Monthly)

Millions of Page Views	93.8	70.1	33.8%	883.1	612.8	44.1%
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Advertising Linage for Dailies:

Full Run ROP						
Retail	559.9	589.3	-5.0%	4,724.2	4,655.9	1.5%
National	114.0	130.9	-12.9%	961.2	1,044.4	-8.0%
Classified	697.0	752.6	-7.4%	6,148.2	6,419.6	-4.2%
Total	1,370.9	1,472.8	-6.9%	11,833.6	12,119.9	-2.4%
Millions of Preprints Distributed	287.7	271.1	6.1%	2,221.8	2,201.0	0.9%

Full Run ROP Linage by Market for Dailies:

California:

<i>The Sacramento Bee</i>	238.1	247.1	-3.6%	2,029.4	2,094.6	-3.1%
<i>The Fresno Bee</i>	116.2	128.4	-9.5%	1,004.6	1,056.4	-4.9%
<i>The Modesto Bee</i>	126.4	114.5	10.4%	1,023.7	958.6	6.8%

Star Tribune, Minneapolis

	187.1	213.9	-12.5%	1,684.9	1,741.6	-3.3%
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Northwest:

<i>The News Tribune, Tacoma</i>	138.7	147.8	-6.2%	1,177.2	1,216.9	-3.3%
<i>Anchorage Daily News</i>	100.5	113.8	-11.7%	826.9	868.9	-4.8%
<i>Tri-City Herald</i>	72.1	85.7	-15.9%	640.2	663.1	-3.5%

Carolinas:

<i>The News & Observer, Raleigh</i>	196.7	199.2	-1.3%	1,714.0	1,756.4	-2.4%
South Carolina Dailies	195.1	222.4	-12.3%	1,732.7	1,763.4	-1.7%
Total	1,370.9	1,472.8	-6.9%	11,833.6	12,119.9	-2.4%