



THE McCLATCHY COMPANY

Since 1857

Contact: Elaine Lintecum
Treasurer
916-321-1846
elintecum@mcclatchy.com

McCLATCHY REPORTS OCTOBER 2003 REVENUES

Sacramento, CA, November 18, 2003 - The McClatchy Company (NYSE: MNI) today reported that consolidated advertising revenues in October 2003 increased 3.5% and total revenues increased 2.5%. Year-to-date advertising revenues increased 3.7% and total revenues through October were up 2.7%.

Advertising revenue and lineage statistics for the month of October and year to date are reviewed in more detail in McClatchy's statistical report, which follows.

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 has daily circulation of 1.39 million and Sunday circulation of 1.86 million. McClatchy's newspapers include, among others, the *Star Tribune* in Minneapolis, *The Sacramento Bee*, *The Fresno Bee* and *The Modesto Bee* in California, *The News & Observer* (Raleigh, NC), *The News Tribune* (Tacoma, WA) and the *Anchorage Daily News*.

McClatchy also publishes leading local websites in each of its 11 daily newspaper markets, offering readers information, comprehensive news, advertising, e-commerce and other services, and owns and operates Nando Media, a national on-line publishing operation. 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		
	2003	2002	% Change	2003	2002	% Change
Revenues - Net: *						
Advertising						
Minneapolis	\$30,291	\$30,084	0.7%	\$244,619	\$239,960	1.9%
California	33,910	31,589	7.3%	281,171	261,637	7.5%
Carolinas	15,040	14,385	4.6%	122,836	122,621	0.2%
Northwest	13,109	13,143	-0.3%	109,035	106,524	2.4%
Total Advertising	\$92,350	\$89,201	3.5%	\$757,661	\$730,742	3.7%
Circulation	15,931	16,215	-1.8%	140,118	140,629	-0.4%
Other	2,314	2,376	-2.6%	18,394	20,646	-10.9%
Total Newspapers	\$110,595	\$107,792	2.6%	\$916,173	\$892,017	2.7%
Non-Newspapers	54	128	-57.8%	827	1,187	-30.3%
Total Revenue	\$110,649	\$107,920	2.5%	\$917,000	\$893,204	2.7%

* Revenues reported are from continuing operations only.

Average Paid Circulation: (Period)

Daily	1,442.1	1,431.4	0.7%	1,392.4	1,385.7	0.5%
Sunday	1,886.5	1,872.9	0.7%	1,859.7	1,850.6	0.5%
Community Newspapers	62.1	63.5	-2.2%	61.1	62.9	-2.9%

Online: (Monthly)

Millions of Page Views**	96.9	98.4	-1.5%	1,024.8	881.3	16.3%
--------------------------	------	------	-------	---------	-------	-------

** Page Views have been restated to remove discontinued products.

Advertising Linage for Dailies:

Full Run ROP						
Retail	573.3	592.5	-3.2%	4,620.4	4,695.8	-1.6%
National	128.0	115.8	10.5%	1,005.3	901.6	11.5%
Classified	731.8	745.2	-1.8%	6,315.2	6,383.6	-1.1%
Total	1,433.1	1,453.5	-1.4%	11,940.9	11,981.0	-0.3%
Millions of Preprints Distributed	320.2	303.7	5.4%	2,626.2	2,411.1	8.9%

Full Run ROP Linage by Market for Dailies:

California:

<i>The Sacramento Bee</i>	259.0	246.4	5.1%	2,159.9	2,092.9	3.2%
<i>The Fresno Bee</i>	128.1	133.7	-4.2%	1,085.3	1,051.8	3.2%
<i>The Modesto Bee</i>	130.3	132.1	-1.4%	1,107.6	1,088.0	1.8%

Star Tribune, Minneapolis

	192.3	196.1	-1.9%	1,598.5	1,579.1	1.2%
--	-------	-------	-------	---------	---------	------

Northwest:

<i>The News Tribune, Tacoma</i>	128.3	134.1	-4.3%	1,128.6	1,179.7	-4.3%
<i>Anchorage Daily News</i>	96.4	106.3	-9.3%	782.2	830.0	-5.8%
<i>Tri-City Herald</i>	97.1	88.2	10.1%	668.0	647.0	3.2%

Carolinas:

<i>The News & Observer, Raleigh</i>	188.7	201.1	-6.2%	1,636.2	1,754.9	-6.8%
South Carolina Dailies	212.9	215.5	-1.2%	1,774.6	1,757.6	1.0%
Total	1,433.1	1,453.5	-1.4%	11,940.9	11,981.0	-0.3%