

The McClatchy Company
Consolidated Statistical Report

(In thousands, except for preprints and page views)

	Period 9			Period 9 Year-to-Date		
	2001	2000	% Change	2001	2000	% Change
Revenues - Net:						
Advertising *						
Minneapolis	\$22,853	\$26,500	-13.8%	\$219,175	\$240,516	-8.9%
California	23,083	24,940	-7.4%	225,126	227,226	-0.9%
Carolinas	11,065	12,238	-9.6%	110,075	115,915	-5.0%
Northwest	9,643	9,954	-3.1%	91,722	90,335	1.5%
Total Advertising	\$66,644	\$73,632	-9.5%	\$646,098	\$673,992	-4.1%
Circulation	13,334	13,416	-0.6%	127,454	129,896	-1.9%
Other	2,259	2,183	3.5%	20,054	19,552	2.6%
Total Newspapers	\$82,237	\$89,231	-7.8%	\$793,606	\$823,440	-3.6%
Non-Newspapers	1,036	972	6.6%	9,725	8,685	12.0%
Total Revenue	\$83,273	\$90,203	-7.7%	\$803,331	\$832,125	-3.5%

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

Average Paid Circulation: (Monthly)

Daily	1,488.4	1,410.1	5.6%	1,370.9	1,370.0	0.1%
Sunday	1,866.6	1,871.8	-0.3%	1,841.2	1,859.7	-1.0%
Community Newspapers	64.2	66.2	-3.0%	65.2	65.0	0.3%

Online: (Monthly)

Millions of Page Views	98.7	61.1	61.5%	790.0	542.6	45.6%
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Advertising Linage for Dailies:

Full Run ROP						
Retail	428.9	472.5	-9.2%	4,164.3	4,066.6	2.4%
National	78.4	98.5	-20.4%	847.2	913.6	-7.3%
Classified	565.1	602.7	-6.2%	5,451.2	5,667.0	-3.8%
Total	1,072.4	1,173.7	-8.6%	10,462.7	10,647.2	-1.7%
Millions of Preprints Distributed	199.3	225.4	-11.6%	1,934.1	1,929.8	0.2%

Full Run ROP Linage by Market for Dailies:

California:

<i>The Sacramento Bee</i>	184.2	195.2	-5.6%	1,791.3	1,847.5	-3.0%
<i>The Fresno Bee</i>	88.9	109.0	-18.4%	888.4	928.0	-4.3%
<i>The Modesto Bee</i>	94.8	92.8	2.2%	897.4	844.1	6.3%

Star Tribune, Minneapolis

	151.7	177.2	-14.4%	1,497.8	1,527.8	-2.0%
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Northwest:

<i>The News Tribune, Tacoma</i>	109.1	116.3	-6.2%	1,038.4	1,069.1	-2.9%
<i>Anchorage Daily News</i>	76.7	86.0	-10.8%	726.4	755.1	-3.8%
<i>Tri-City Herald</i>	60.4	61.2	-1.3%	568.1	577.4	-1.6%

Carolinas:

<i>The News & Observer, Raleigh</i>	157.0	162.8	-3.6%	1,517.3	1,557.2	-2.6%
South Carolina Dailies	149.6	173.2	-13.6%	1,537.6	1,541.0	-0.2%
Total	1,072.4	1,173.7	-8.6%	10,462.7	10,647.2	-1.7%