

**The McClatchy Company**  
**Consolidated Statistical Report**

(In thousands, except for preprints and page views)

	Period 9			Period 9 Year-to-Date		
	2003	2002	% Change	2003	2002	% Change
<b>Revenues - Net: *</b>						
Advertising						
Minneapolis	\$24,611	\$23,286	5.7%	\$214,328	\$209,876	2.1%
California	27,043	23,868	13.3%	247,261	230,048	7.5%
Carolinas	11,754	11,779	-0.2%	107,796	108,236	-0.4%
Northwest	10,356	10,124	2.3%	95,926	93,381	2.7%
Total Advertising	\$73,764	\$69,057	6.8%	\$665,311	\$641,541	3.7%
Circulation	12,913	12,946	-0.3%	124,187	124,414	-0.2%
Other	1,829	2,187	-16.4%	16,080	18,270	-12.0%
Total Newspapers	\$88,506	\$84,190	5.1%	\$805,578	\$784,225	2.7%
Non-Newspapers	71	118	-39.8%	773	1,059	-27.0%
Total Revenue	\$88,577	\$84,308	5.1%	\$806,351	\$785,284	2.7%

\* Revenues reported are from continuing operations only.

**Average Paid Circulation: (Period)**

Daily	1,444.2	1,417.5	1.9%	1,386.2	1,379.8	0.5%
Sunday	1,912.2	1,878.8	1.8%	1,856.8	1,847.7	0.5%
Community Newspapers	61.1	63.8	-4.2%	61.0	62.8	-2.9%

**Online: (Monthly)**

Millions of Page Views**	94.7	89.3	6.0%	936.9	782.9	19.7%
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\*\* Page Views have been restated to remove Nando Times and SportsServer discontinued products.

**Advertising Linage for Dailies:**

Full Run ROP						
Retail	442.7	437.1	1.3%	4,047.0	4,103.3	-1.4%
National	98.1	84.1	16.6%	877.3	785.7	11.7%
Classified	593.8	622.5	-4.6%	5,540.2	5,638.4	-1.7%
Total	1,134.6	1,143.7	-0.8%	10,464.5	10,527.4	-0.6%
Millions of Preprints Distributed	246.4	229.2	7.5%	2,229.1	2,107.4	5.8%

**Full Run ROP Linage by Market for Dailies:**

**California:**

<i>The Sacramento Bee</i>	209.1	197.3	6.0%	1,901.0	1,846.4	3.0%
<i>The Fresno Bee</i>	103.4	96.6	7.0%	957.1	918.0	4.3%
<i>The Modesto Bee</i>	102.0	100.4	1.6%	977.3	955.9	2.2%

**Star Tribune, Minneapolis**

	161.0	156.2	3.1%	1,406.2	1,383.0	1.7%
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**Northwest:**

<i>The News Tribune, Tacoma</i>	104.5	113.3	-7.8%	957.0	1,045.6	-8.5%
<i>Anchorage Daily News</i>	77.0	79.3	-2.9%	685.8	723.8	-5.3%
<i>Tri-City Herald</i>	61.5	61.8	-0.5%	570.9	558.8	2.2%

**Carolinas:**

<i>The News &amp; Observer, Raleigh</i>	153.0	166.0	-7.8%	1,447.5	1,553.8	-6.8%
South Carolina Dailies	163.1	172.8	-5.6%	1,561.7	1,542.1	1.3%
Total	1,134.6	1,143.7	-0.8%	10,464.5	10,527.4	-0.6%