

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

(In thousands, except for preprints and page views)

	Period 9			Period 9 Year-to-Date		
	2002	2001	% Change	2002	2001	% Change
<b>Revenues - Net:</b>						
Advertising						
Minneapolis	\$23,286	\$22,853	1.9%	\$209,876	\$219,175	-4.2%
California	23,868	23,083	3.4%	230,048	225,126	2.2%
Carolinas	11,779	11,066	6.4%	108,236	110,075	-1.7%
Northwest	10,124	9,642	5.0%	93,381	91,722	1.8%
Total Advertising	\$69,057	\$66,644	3.6%	\$641,541	\$646,098	-0.7%
Circulation	12,946	13,334	-2.9%	124,414	127,454	-2.4%
Other	2,187	2,259	-3.2%	18,270	20,054	-8.9%
Total Newspapers	\$84,190	\$82,237	2.4%	\$784,225	\$793,606	-1.2%
Non-Newspapers	1,007	1,036	-2.8%	9,801	9,725	0.8%
Total Revenue	\$85,197	\$83,273	2.3%	\$794,026	\$803,331	-1.2%

**Average Paid Circulation: (Period) \***

Daily	1,418.3	1,484.1	-4.4%	1,379.8	1,371.0	0.6%
Sunday	1,881.1	1,872.3	0.5%	1,848.0	1,841.4	0.4%
Community Newspapers	68.3	64.2	6.4%	62.6	65.1	-3.8%

\*Beginning in 2002, McClatchy circulation is reported on a 5-4-4 fiscal calendar; 2001 has been restated to reflect fiscal periods.

**Online: (Monthly)**

Millions of Page Views	99.0	98.1	0.9%	875.3	789.3	10.9%
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**Advertising Linage for Dailies:**

Full Run ROP						
Retail	448.5	432.5	3.7%	4,208.5	4,203.5	0.1%
National	85.7	78.5	9.2%	807.1	850.8	-5.1%
Classified	609.5	565.1	7.9%	5,511.9	5,451.2	1.1%
Total	1,143.7	1,076.1	6.3%	10,527.5	10,505.5	0.2%
Millions of Preprints Distributed	229.2	201.1	14.0%	2,107.4	1,941.7	8.5%

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

**California:**

<i>The Sacramento Bee</i>	197.3	184.2	7.1%	1,846.4	1,791.2	3.1%
<i>The Fresno Bee</i>	96.6	92.5	4.4%	918.0	929.8	-1.3%
<i>The Modesto Bee</i>	100.4	94.8	5.9%	955.9	897.4	6.5%

**Star Tribune, Minneapolis**

	156.2	151.7	3.0%	1,383.1	1,497.8	-7.7%
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**Northwest:**

<i>The News Tribune, Tacoma</i>	113.3	109.0	3.9%	1,045.6	1,038.5	0.7%
<i>Anchorage Daily News</i>	79.3	76.7	3.4%	723.8	726.4	-0.4%
<i>Tri-City Herald</i>	61.8	60.4	2.3%	558.8	568.1	-1.6%

**Carolinas:**

<i>The News &amp; Observer, Raleigh</i>	166.0	157.0	5.7%	1,553.8	1,517.3	2.4%
South Carolina Dailies	172.8	149.8	15.4%	1,542.1	1,539.0	0.2%
Total	1,143.7	1,076.1	6.3%	10,527.5	10,505.5	0.2%