



THE McCLATCHY COMPANY

Since 1857

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

McCLATCHY REPORTS APRIL 2004 REVENUES

Sacramento, CA, May 18, 2004 - The McClatchy Company (NYSE: MNI) today reported that consolidated advertising revenues in April 2004 increased 7.5% and total revenues increased 6.6%. Revenues include the results of the *Merced Sun-Star* and nearby weeklies from January 7, 2004 forward. Excluding these results, advertising revenues were up 6.1% and total revenue increased 5.4% in April. Year-to-date advertising revenues were up 7.0% (5.7% excluding Merced) and total revenues were up 5.9% (4.7% excluding Merced).

Advertising revenue performance at the Company's newspapers is summarized by region in McClatchy's statistical report that follows. The Company has also included supplemental advertising data by category in a schedule that follows.

The McClatchy Company, headquartered in Sacramento, California, is a leading newspaper and Internet publisher. It publishes 12 daily and 18 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 1.4 million and Sunday circulation of 1.8 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 daily newspaper markets, offering users information, comprehensive news, advertising, e-commerce and other services, and owns and operates Nando Media, an interactive media operation that provides newspapers with content, publishing tools and software development. 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)

Revenues - Net: *	Period 4			Period 4 Year-to-Date		
	2004	2003	% Change	2004	2003	% Change
Advertising						
Minneapolis	\$31,145	\$29,488	5.6%	\$103,741	\$98,109	5.7%
California	36,300	32,109	13.1%	122,158	109,660	11.4%
Carolinas	15,175	14,650	3.6%	50,921	48,957	4.0%
Northwest	13,433	13,119	2.4%	43,891	43,062	1.9%
Total Advertising	\$96,053	\$89,366	7.5%	\$320,711	\$299,788	7.0%
Circulation	16,069	15,984	0.5%	57,615	57,644	-0.1%
Other	2,408	2,052	17.3%	8,282	7,509	10.3%
Total Newspapers	\$114,530	\$107,402	6.6%	\$386,608	\$364,941	5.9%
Non-Newspapers	77	81	-4.9%	282	423	-33.3%
Total Revenue	<u>\$114,607</u>	<u>\$107,483</u>	<u>6.6%</u>	<u>\$386,890</u>	<u>\$365,364</u>	<u>5.9%</u>

* Revenues in 2003 are re-classified to report continuing operations only.

Average Paid Circulation:

Daily	1,421.5	1,389.0	2.3%	1,417.4	1,392.5	1.8%
Sunday	1,858.8	1,851.4	0.4%	1,848.7	1,848.3	0.0%
Community Newspapers	66.5	60.7	9.6%	68.1	61.4	10.9%

Advertising Linage for Dailies:

Full Run ROP						
Retail	546.1	549.6	-0.6%	1,825.1	1,816.1	0.5%
National	127.0	110.0	15.5%	418.6	374.4	11.8%
Classified	756.0	714.1	5.9%	2,631.9	2,498.0	5.4%
Total	1,429.1	1,373.7	4.0%	4,875.6	4,688.5	4.0%

Millions of Preprints Distributed	317.9	323.5	-1.7%	1,078.3	1,047.8	2.9%
-----------------------------------	-------	-------	-------	---------	---------	------

Full Run ROP Linage by Market for Dailies:

California:

<i>The Sacramento Bee</i>	250.9	242.4	3.5%	873.0	831.1	5.0%
<i>The Fresno Bee</i>	125.9	125.2	0.6%	443.9	428.7	3.5%
<i>The Modesto Bee</i>	127.1	121.4	4.7%	433.1	416.5	4.0%
<i>Merced Sun-Star</i>	59.4	0.0	0.0%	190.4	0.0	0.0%

Star Tribune, Minneapolis	187.8	181.0	3.8%	624.6	617.3	1.2%
----------------------------------	-------	-------	------	-------	-------	------

Northwest:

<i>The News Tribune, Tacoma</i>	120.8	128.5	-6.0%	421.8	448.2	-5.9%
<i>Anchorage Daily News</i>	95.4	94.4	1.1%	298.6	304.1	-1.8%
<i>Tri-City Herald</i>	77.4	72.8	6.3%	266.9	252.5	5.7%

Carolinas:

<i>The News & Observer, Raleigh</i>	171.3	184.6	-7.2%	625.4	670.3	-6.7%
South Carolina Dailies	213.1	223.4	-4.6%	697.9	719.8	-3.0%
Total	<u>1,429.1</u>	<u>1,373.7</u>	<u>4.0%</u>	<u>4,875.6</u>	<u>4,688.5</u>	<u>4.0%</u>

Data in 2004 includes the *Merced Sun-Star* and related community newspapers, purchased on January 7, 2004.

THE McCLATCHY COMPANY

SUPPLEMENTAL ADVERTISING DATA
 BY CATEGORY FOR THE PERIOD
 ENDED APRIL 29, 2004

	April 2004*	Year-to-Date*
	Percent Change	Percent Change
Retail	0.4%	2.1%
National	13.5	12.2
Classified Total	7.6	4.3
Auto	2.2	3.0
Real Estate	7.5	8.5
Employment	17.0	6.0
Online	52.3	56.4
Direct Marketing	4.8	7.2
Total Advertising	6.1	5.7

* Excludes Merced Group

Most of the Company's online advertising is in the classified categories. On a combined basis in April, print and online combined classified advertising increased 11.0% versus 7.6% from print-only classified. Employment classified advertising on a combined basis increased 26.0% versus 17.0% on a print-only basis.

For the year-to-date comparisons, total combined print and online classified increased 7.9% compared to 4.3% on a print-only basis. Employment advertising for the four months grew 14.8% on a print and online combined basis, compared to 6.0% for print only.