



THE McCLATCHY COMPANY

Since 1857

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

McCLATCHY REPORTS AUGUST 2004 REVENUES

Sacramento, CA, September 16, 2004 - The McClatchy Company (NYSE: MNI) today reported that consolidated advertising revenues in August 2004 increased 6.4% and total revenues increased 5.3%. Revenues include the results of the *Merced Sun-Star* and nearby weeklies (Merced) from January 7, 2004 forward. Excluding Merced's results, advertising revenues were up 5.0% and total revenue increased 4.1% in August. Year-to-date advertising revenues were up 7.3% (6.0% excluding Merced) and total revenues were up 6.3% (5.0% 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 operates 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)

	Period 8			Period 8 Year-to-Date		
	2004	2003	% Change	2004	2003	% Change
Revenues - Net: *						
Advertising						
Minneapolis	\$23,478	\$22,463	4.5%	\$201,580	\$189,717	6.3%
California	28,631	26,162	9.4%	243,676	220,218	10.7%
Carolinas	11,989	11,216	6.9%	101,652	96,042	5.8%
Northwest	10,483	10,268	2.1%	88,081	85,570	2.9%
Total Advertising	\$74,581	\$70,109	6.4%	\$634,989	\$591,547	7.3%
Circulation	12,733	12,701	0.3%	112,127	111,274	0.8%
Other	1,574	1,599	-1.6%	15,299	14,251	7.4%
Total Newspapers	\$88,888	\$84,409	5.3%	\$762,415	\$717,072	6.3%
Non-Newspapers	82	60	36.7%	607	702	-13.5%
Total Revenue	\$88,970	\$84,469	5.3%	\$763,022	\$717,774	6.3%

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

Average Paid Circulation: **

Daily	1,375.6	1,372.8	0.2%	1,402.3	1,379.3	1.7%
Sunday	1,833.1	1,861.7	-1.5%	1,843.3	1,849.8	-0.4%
Community Newspapers	68.8	60.3	14.1%	67.6	60.9	11.0%

** Reflects average paid circulation based upon number of days in period. Does not reflect ABC reported figures.

Advertising Linage for Dailies:

Full Run ROP						
Retail	415.3	415.4	0.0%	3,627.9	3,604.3	0.7%
National	85.0	90.2	-5.8%	803.1	779.2	3.1%
Classified	622.1	584.0	6.5%	5,286.2	4,984.9	6.0%
Total	1,122.4	1,089.6	3.0%	9,717.2	9,368.4	3.7%
Millions of Preprints Distributed	253.3	275.6	-8.1%	2,124.2	2,059.6	3.1%

Full Run ROP Linage by Market for Dailies:

California:

<i>The Sacramento Bee</i>	198.0	200.8	-1.4%	1,726.6	1,691.8	2.1%
<i>The Fresno Bee</i>	97.2	97.6	-0.4%	870.6	853.6	2.0%
<i>The Modesto Bee</i>	94.0	101.5	-7.4%	864.6	875.3	-1.2%
<i>Merced Sun-Star</i>	46.2	0.0	NA	400.7	0.0	NA

Star Tribune, Minneapolis

	141.6	149.9	-5.5%	1,236.0	1,245.1	-0.7%
--	-------	-------	-------	---------	---------	-------

Northwest:

<i>The News Tribune, Tacoma</i>	95.8	105.3	-9.0%	829.2	891.0	-6.9%
<i>Anchorage Daily News</i>	75.0	71.6	4.7%	617.3	608.8	1.4%
<i>Tri-City Herald</i>	69.7	61.4	13.5%	545.0	509.5	7.0%

Carolinas:

<i>The News & Observer, Raleigh</i>	149.3	145.4	2.7%	1,257.1	1,294.6	-2.9%
South Carolina Dailies	155.6	156.1	-0.3%	1,370.1	1,398.7	-2.0%
Total	1,122.4	1,089.6	3.0%	9,717.2	9,368.4	3.7%

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 AUGUST 29, 2004

	<u>August 2004</u>		<u>Year- to-date 2004</u>	
	<u>Change</u>	<u>Print / Online Combined</u>	<u>Change</u>	<u>Print / Online Combined</u>
Print:				
Retail	1.2%	1.1%	2.5%	2.4%
National	0.8	1.1	8.0	8.0
Classified Total	6.4	10.0	5.2	8.8
Auto	(5.9)	(4.0)	0.3	1.7
Real Estate	15.9	17.4	9.5	10.4
Employment	12.4	19.9	9.3	17.7
Direct Marketing	4.9	4.9	9.9	9.9
Online	50.6	NA	54.3	NA

Note: Categories exclude Merced Group