



THE McCLATCHY COMPANY

Since 1857

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McCLATCHY REPORTS FEBRUARY 2005 REVENUES

Sacramento, Calif., March 16, 2005 - The McClatchy Company (NYSE: MNI) today reported that consolidated advertising revenues in February 2005 increased 6.2% and total revenues increased 4.6%. Year-to-date consolidated advertising revenues were up 5.2% and total revenues grew 4.1%.

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 revenue 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 McClatchy Interactive, 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)

Revenues - Net:	Period 2			Period 2 Year-to-Date		
	<u>2005</u>	<u>2004</u>	<u>% Change</u>	<u>2005</u>	<u>2004</u>	<u>% Change</u>
Advertising						
Minneapolis	\$22,840	\$22,347	2.2%	\$48,940	\$48,563	0.8%
California	28,920	26,965	7.3%	61,617	57,217	7.7%
Carolinas	12,155	11,166	8.9%	25,465	23,754	7.2%
Northwest	10,307	9,441	9.2%	21,701	20,347	6.7%
Total Advertising	\$74,222	\$69,919	6.2%	\$157,723	\$149,881	5.2%
Circulation	12,753	12,722	0.2%	28,653	28,480	0.6%
Other	1,839	2,272	-19.1%	3,748	4,199	-10.7%
Total Revenue	\$88,814	\$84,913	4.6%	\$190,124	\$182,560	4.1%

Average Paid Circulation:*

Daily	1,413.5	1,414.5	-0.1%	1,403.8	1,403.8	0.0%
Sunday	1,814.8	1,830.0	-0.8%	1,816.2	1,826.7	-0.6%
Community Newspapers	68.7	69.4	-1.0%	68.6	69.1	-0.7%

* 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	409.4	400.6	2.2%	853.5	849.9	0.4%
National	97.8	93.0	5.2%	191.8	191.0	0.4%
Classified	584.0	590.7	-1.1%	1,267.5	1,263.1	0.3%
Total	1,091.2	1,084.3	0.6%	2,312.8	2,304.0	0.4%
Millions of Preprints	260.7	242.7	7.4%	548.6	514.8	6.6%

Full Run ROP Linage by Market for

California:

<i>The Sacramento Bee</i>	198.0	194.7	1.7%	424.0	419.0	1.2%
<i>The Fresno Bee</i>	98.5	99.6	-1.1%	206.2	213.6	-3.5%
<i>The Modesto Bee</i>	93.6	97.5	-4.0%	193.2	203.8	-5.2%
<i>Merced Sun-Star</i>	46.8	45.6	2.6%	98.6	83.1	18.7%

Star Tribune, Minneapolis

129.1	133.8	-3.5%	279.1	290.4	-3.9%
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Northwest:

<i>The News Tribune, Tacoma</i>	93.4	92.9	0.5%	205.0	205.7	-0.3%
<i>Anchorage Daily News</i>	69.7	63.4	9.9%	141.8	136.1	4.2%
<i>Tri-City Herald</i>	69.3	60.7	14.2%	144.5	123.6	16.9%

Carolinas:

<i>The News & Observer, Raleigh</i>	141.7	141.9	-0.1%	306.2	304.4	0.6%
South Carolina Dailies	151.1	154.2	-2.0%	314.2	324.3	-3.1%
Total	1,091.2	1,084.3	0.6%	2,312.8	2,304.0	0.4%

THE McCLATCHY COMPANY
 SUPPLEMENTAL ADVERTISING REVENUE DATA
 BY CATEGORY FOR THE PERIOD
 ENDED FEBRUARY 27, 2005

	Period 2		Year to date	
	% Change	Print/Online Combined	% Change	Print/Online Combined
Print:				
Retail	4.2	4.1	2.6	2.5
National	10.9	11.2	7.9	8.2
Classified Total	3.1	6.8	3.5	6.9
Auto	(11.7)	(9.5)	(8.7)	(7.0)
Real Estate	12.8	15.4	9.7	12.3
Employment	10.2	16.4	9.7	15.5
Direct Marketing	7.7	7.7	7.5	7.5
Online	43.7	N/A	41.2	N/A
Total	6.2	6.2	5.2	5.2