



# THE McCLATCHY COMPANY

*Since 1857*

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## **McCLATCHY REPORTS JANUARY 2005 REVENUES**

**Sacramento, CA, February 16, 2004 - The McClatchy Company (NYSE: MNI)** today reported that consolidated advertising revenues in January 2005 increased 4.4% and total revenues increased 3.8%.

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 (formerly 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)

	<b>Period 1</b>		
	<u>2005</u>	<u>2004</u>	<u>% Change</u>
<b>Revenues - Net:</b>			
Advertising			
Minneapolis	\$26,100	\$26,216	-0.4%
California	32,697	30,252	8.1%
Carolinas	13,310	12,588	5.7%
Northwest	11,394	10,906	4.5%
Total Advertising	<u>\$83,501</u>	<u>\$79,962</u>	4.4%
Circulation	15,900	15,758	0.9%
Other	1,909	1,927	-0.9%
Total Revenue	<u>\$101,310</u>	<u>\$97,647</u>	3.8%
<b>Average Paid Circulation:*</b>			
Daily	1,395.8	1,395.0	0.1%
Sunday	1,817.4	1,824.1	-0.4%
Community Newspapers	68.6	68.9	-0.4%
* Reflects average paid circulation based upon number of days in period. Does not reflect ABC reported figures.			
<b>Advertising Linage for Dailies:</b>			
Full Run ROP			
Retail	444.1	449.2	-1.1%
National	93.9	98.0	-4.2%
Classified	683.5	672.4	1.7%
Total	<u>1,221.5</u>	<u>1,219.6</u>	0.2%
Millions of Preprints Distributed	287.8	272.1	5.8%
<b>Full Run ROP Linage by Market for Dailies:</b>			
<b>California:</b>			
<i>The Sacramento Bee</i>	226.0	224.3	0.8%
<i>The Fresno Bee</i>	107.7	113.9	-5.4%
<i>The Modesto Bee</i>	99.6	106.3	-6.3%
<i>Merced Sun-Star</i>	51.8	37.5	38.1%
<b>Star Tribune, Minneapolis</b>	149.9	156.6	-4.3%
<b>Northwest:</b>			
<i>The News Tribune, Tacoma</i>	111.5	112.8	-1.2%
<i>Anchorage Daily News</i>	72.2	72.7	-0.7%
<i>Tri-City Herald</i>	75.3	63.0	19.5%
<b>Carolinas:</b>			
<i>The News &amp; Observer, Raleigh</i>	164.4	162.5	1.2%
South Carolina Dailies	163.1	170.0	-4.1%
Total	<u>1,221.5</u>	<u>1,219.6</u>	0.2%

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 SUPPLEMENTAL ADVERTISING REVENUE DATA  
 BY CATEGORY FOR THE PERIOD  
 ENDED JANUARY 30, 2005

	<u>% Change</u>	<u>Print/Online Combined</u>
<b>Print:</b>		
Retail	1.2	1.1
National	5.3	5.5
Classified Total	3.8	7.0
Auto	(6.2)	(4.8)
Real Estate	6.9	9.6
Employment	9.2	14.8
Direct Marketing	7.2	7.2
<b>Online</b>	39.0	NA