



THE McCLATCHY COMPANY

Since 1857

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McCLATCHY REPORTS JULY 2004 REVENUES

Sacramento, CA, August 16, 2004 - The McClatchy Company (NYSE: MNI) today reported that consolidated advertising revenues in July 2004 increased 7.7% and total revenues increased 6.5%. 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 6.2% and total revenue increased 5.2% in July. Year-to-date advertising revenues were up 7.5% (6.1% excluding Merced) and total revenues were up 6.4% (5.2% 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)

Revenues - Net: *	Period 7			Period 7 Year-to-Date		
	2004	2003	% Change	2004	2003	% Change
Advertising						
Minneapolis	\$26,687	\$25,256	5.7%	\$178,102	\$167,254	6.5%
California	34,758	31,354	10.9%	215,045	194,056	10.8%
Carolinas	14,194	13,377	6.1%	89,663	84,826	5.7%
Northwest	12,071	11,490	5.1%	77,598	75,302	3.0%
Total Advertising	\$87,710	\$81,477	7.7%	\$560,408	\$521,438	7.5%
Circulation	15,884	15,637	1.6%	99,394	98,573	0.8%
Other	1,828	1,874	-2.5%	13,725	12,652	8.5%
Total Newspapers	\$105,422	\$98,988	6.5%	\$673,527	\$632,663	6.5%
Non-Newspapers	77	66	16.7%	525	642	-18.2%
Total Revenue	\$105,499	\$99,054	6.5%	\$674,052	\$633,305	6.4%

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

Average Paid Circulation:

Daily	1,364.5	1,343.5	1.6%	1,405.7	1,380.1	1.9%
Sunday	1,828.4	1,854.6	-1.4%	1,844.6	1,848.3	-0.2%
Community Newspapers	68.6	60.3	13.8%	67.7	61.0	11.0%

Advertising Linage for Dailies:

Full Run ROP						
Retail	500.7	501.1	-0.1%	3,212.6	3,188.9	0.7%
National	105.7	105.8	-0.1%	718.1	689.0	4.2%
Classified	762.9	723.1	5.5%	4,664.1	4,400.8	6.0%
Total	1,369.3	1,330.0	3.0%	8,594.8	8,278.7	3.8%
Millions of Preprints Distributed	293.4	269.3	8.9%	1,870.8	1,784.0	4.9%

Full Run ROP Linage by Market for Dailies:

California:

<i>The Sacramento Bee</i>	243.4	247.5	-1.7%	1,528.6	1,491.0	2.5%
<i>The Fresno Bee</i>	122.0	121.6	0.3%	773.3	756.1	2.3%
<i>The Modesto Bee</i>	126.3	137.0	-7.8%	770.6	773.8	-0.4%
<i>Merced Sun-Star</i>	61.8	0.0	0.0%	354.5	0.0	0.0%

Star Tribune, Minneapolis

	166.5	171.2	-2.7%	1,094.4	1,095.2	-0.1%
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Northwest:

<i>The News Tribune, Tacoma</i>	110.8	119.5	-7.3%	733.4	785.7	-6.7%
<i>Anchorage Daily News</i>	90.0	83.5	7.8%	542.3	537.1	1.0%
<i>Tri-City Herald</i>	79.0	71.6	10.3%	475.4	448.0	6.1%

Carolinas:

<i>The News & Observer, Raleigh</i>	177.1	179.1	-1.1%	1,107.8	1,149.2	-3.6%
South Carolina Dailies	192.4	199.0	-3.3%	1,214.5	1,242.6	-2.3%
Total	1,369.3	1,330.0	3.0%	8,594.8	8,278.7	3.8%

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

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SUPPLEMENTAL ADVERTISING DATA
BY CATEGORY FOR THE PERIOD
ENDED AUGUST 1, 2004

	<u>July 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	3.1%	2.7%	2.7%	2.6%
National	8.6	8.9	8.9	8.9
Classified Total	4.8	8.3	5.1	8.6
Auto	(1.5)	(0.1)	1.1	2.4
Real Estate	7.0	8.3	8.6	9.4
Employment	10.5	18.5	8.9	17.5
Direct Marketing	9.5	9.5	10.6	10.6
Online	49.8	NA	54.8	NA

Note: Categories exclude Merced Group