



THE McCLATCHY COMPANY

Since 1857

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McCLATCHY REPORTS JULY 2005 REVENUES

Sacramento, Calif., August 17, 2005 - The McClatchy Company (NYSE: MNI) today reported that consolidated advertising revenues in July 2005 increased 2.8% and total revenues increased 2.0%. Year-to-date advertising revenues were up 3.4% and total revenues were up 2.6%.

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 17 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 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)

	July			July Year-to-Date		
	2005	2004	% Change	2005	2004	% Change
Revenues - Net:						
Advertising						
California	\$36,464	\$34,758	4.9%	\$225,813	\$215,045	5.0%
Minneapolis	27,022	26,687	1.3%	178,303	178,102	0.1%
Carolinas	14,448	14,194	1.8%	94,177	89,663	5.0%
Northwest	12,252	12,071	1.5%	81,341	77,598	4.8%
Total Advertising	\$90,186	\$87,710	2.8%	\$579,634	\$560,408	3.4%
Circulation	15,418	15,884	-2.9%	97,859	99,394	-1.5%
Other	1,956	1,905	2.7%	13,750	14,250	-3.5%
Total Revenue	\$107,560	\$105,49	2.0%	\$691,243	\$674,052	2.6%
Average Paid Circulation:*						
Daily	1,333.5	1,363.4	-2.2%	1,396.4	1,405.2	-0.6%
Sunday	1,754.2	1,828.4	-4.1%	1,803.1	1,844.6	-2.2%
Community Newspapers	65.9	68.5	-3.8%	67.8	68.9	-1.6%
* 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	493.0	500.7	-1.5%	3,170.3	3,212.6	-1.3%
National	104.8	105.6	-0.8%	683.4	718.1	-4.8%
Classified	761.2	762.9	-0.2%	4,655.2	4,664.1	-0.2%
Total	1,359.0	1,369.2	-0.7%	8,508.9	8,594.8	-1.0%
Millions of Preprints Distributed	295.4	293.4	0.7%	1,970.7	1,870.8	5.3%
Full Run ROP Linage by Market for Dailies:						
California:						
<i>The Sacramento Bee</i>	253.4	243.4	4.1%	1,527.9	1,528.6	0.0%
<i>The Fresno Bee</i>	122.1	122.0	0.1%	755.7	773.3	-2.3%
<i>The Modesto Bee</i>	135.6	126.2	7.4%	749.7	770.6	-2.7%
<i>Merced Sun-Star</i>	61.2	61.8	-1.0%	369.7	354.5	4.3%
Star Tribune, Minneapolis	155.5	166.5	-6.6%	1,038.9	1,094.4	-5.1%
Northwest:						
<i>The News Tribune, Tacoma</i>	105.6	110.8	-4.7%	713.3	733.4	-2.7%
<i>Anchorage Daily News</i>	89.1	90.0	-1.0%	574.1	542.3	5.9%
<i>Tri-City Herald</i>	83.1	79.0	5.2%	529.7	475.4	11.4%
Carolinas:						
<i>The News & Observer, Raleigh</i>	164.5	177.1	-7.1%	1,079.5	1,107.8	-2.6%
South Carolina Dailies	188.9	192.4	-1.8%	1,170.4	1,214.5	-3.6%
Total	1,359.0	1,369.2	-0.7%	8,508.9	8,594.8	-1.0%

The McClatchy Company
Supplemental Advertising Revenue
By Category for the Period Ending July 31, 2005

	July		July Year-to-Date	
	% Change	% Change Print Only	% Change	% Change Print Only
Advertising categories:				
Retail	0.7	0.6	1.6	1.7
National	(6.3)	(6.3)	(3.7)	(3.9)
Classified Total	5.5	1.9	6.2	2.8
Auto	(11.2)	(13.6)	(7.3)	(9.4)
Real Estate	19.0	17.2	15.7	13.0
Employment	14.7	9.0	14.1	8.9
Direct Marketing	13.1	13.1	8.7	8.7
Total advertising growth	2.8	1.2	3.4	1.9