

**The McClatchy Company**  
**Consolidated Statistical Report**  
(In thousands, except for preprints)

	Period 6			Period 6 Year-to-Date		
	2004	2003	% Change	2004	2003	% Change
<b>Revenues - Net: *</b>						
Advertising						
Minneapolis	\$23,808	\$21,428	11.1%	\$151,415	\$141,998	6.6%
California	29,408	26,957	9.1%	180,287	162,702	10.8%
Carolinas	12,018	11,054	8.7%	75,469	71,449	5.6%
Northwest	10,804	10,121	6.7%	65,527	63,812	2.7%
Total Advertising	\$76,038	\$69,560	9.3%	\$472,698	\$439,961	7.4%
Circulation	12,859	12,524	2.7%	83,510	82,936	0.7%
Other	1,660	1,594	4.1%	11,897	10,778	10.4%
Total Newspapers	\$90,557	\$83,678	8.2%	\$568,105	\$533,675	6.5%
Non-Newspapers	81	89	-9.0%	448	576	-22.2%
Total Revenue	\$90,638	\$83,767	8.2%	\$568,553	\$534,251	6.4%

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

**Average Paid Circulation:**

Daily	1,375.3	1,360.0	1.1%	1,413.7	1,387.2	1.9%
Sunday	1,841.6	1,842.5	0.0%	1,847.7	1,847.1	0.0%
Community Newspapers	68.8	60.2	14.3%	67.8	61.1	11.0%

**Advertising Linage for Dailies:**

Full Run ROP						
Retail	449.8	430.9	4.4%	2,711.8	2,687.8	0.9%
National	89.6	106.7	-16.0%	612.5	583.2	5.0%
Classified	629.9	593.5	6.1%	3,901.2	3,677.8	6.1%
Total	1,169.3	1,131.1	3.4%	7,225.5	6,948.8	4.0%
Millions of Preprints Distributed	258.0	228.3	13.0%	1,577.4	1,514.7	4.1%

**Full Run ROP Linage by Market for Dailies:**

**California:**

<i>The Sacramento Bee</i>	207.2	209.1	-0.9%	1,285.2	1,243.4	3.4%
<i>The Fresno Bee</i>	106.4	105.8	0.6%	651.3	634.5	2.6%
<i>The Modesto Bee</i>	109.0	113.5	-4.0%	644.3	636.9	1.2%
<i>Merced Sun-Star</i>	48.0	0.0	0.0%	292.7	0.0	0.0%

**Star Tribune , Minneapolis**

	148.1	151.2	-2.1%	927.9	924.0	0.4%
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**Northwest:**

<i>The News Tribune , Tacoma</i>	104.2	109.1	-4.5%	622.6	666.2	-6.5%
<i>Anchorage Daily News</i>	75.6	70.6	7.1%	452.3	453.6	-0.3%
<i>Tri-City Herald</i>	65.0	62.0	4.8%	396.4	376.5	5.3%

**Carolinas:**

<i>The News &amp; Observer , Raleigh</i>	150.2	148.6	1.1%	930.7	970.1	-4.1%
South Carolina Dailies	155.6	161.2	-3.5%	1,022.1	1,043.6	-2.1%
Total	1,169.3	1,131.1	3.4%	7,225.5	6,948.8	4.0%

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