

The McClatchy Company
Consolidated Statistical Report

(In thousands, except for preprints and page views)

	<u>Period 3</u>			<u>Period 3 Year-to-Date</u>		
	<u>2004</u>	<u>2003</u>	<u>% Change</u>	<u>2004</u>	<u>2003</u>	<u>% Change</u>
Revenues - Net: *						
Advertising						
Daily Newspapers:						
Minneapolis	\$24,033	\$21,903	9.7%	\$72,596	\$68,621	5.8%
California	28,641	24,792	15.5%	85,858	77,551	10.7%
Carolinas	11,992	11,276	6.3%	35,746	34,307	4.2%
Northwest	10,111	9,736	3.9%	30,458	29,943	1.7%
Total Advertising	\$74,777	\$67,707	10.4%	\$224,658	\$210,422	6.8%
Circulation	13,066	12,858	1.6%	41,546	41,660	-0.3%
Other	1,809	1,674	8.1%	5,874	5,457	7.6%
Total Newspapers	\$89,652	\$82,239	9.0%	\$272,078	\$257,539	5.6%
Non-Newspapers	71	99	-28.3%	205	342	-40.1%
Total Revenue	\$89,723	\$82,338	9.0%	\$272,283	\$257,881	5.6%

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

Average Paid Circulation:

Daily	1,441.7	1,413.4	2.0%	1,414.7	1,393.8	1.5%
Sunday	1,887.0	1,852.1	1.9%	1,845.5	1,847.2	-0.1%
Community Newspapers	90.2	61.7	46.2%	69.3	61.7	12.3%

Online: (Monthly)

Millions of Page Views**	110.8	113.2	-2.1%	318.4	329.6	-3.4%
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** Page Views have been restated to remove discontinued products.

Advertising Linage for Dailies:

Full Run ROP						
Retail	429.1	409.8	4.7%	1,279.0	1,266.5	1.0%
National	100.6	87.5	15.0%	291.6	264.4	10.3%
Classified	612.8	572.2	7.1%	1,875.9	1,783.9	5.2%
Total	1,142.5	1,069.5	6.8%	3,446.5	3,314.8	4.0%
Millions of Preprints Distributed	245.6	234.8	4.6%	760.3	724.4	5.0%

Full Run ROP Linage by Market for Dailies:

California:

<i>The Sacramento Bee</i>	203.1	187.7	8.2%	622.1	588.7	5.7%
<i>The Fresno Bee</i>	104.4	97.7	6.9%	318.0	303.5	4.8%
<i>The Modesto Bee</i>	102.2	96.4	6.0%	305.9	295.1	3.7%
<i>Merced Sun-Star</i>	47.8	0.0	0.0%	131.0	0.0	0.0%

Star Tribune , Minneapolis

	146.4	135.1	8.4%	436.8	436.3	0.1%
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Northwest:

<i>The News Tribune , Tacoma</i>	95.3	102.5	-7.0%	301.0	319.7	-5.8%
<i>Anchorage Daily News</i>	67.1	67.9	-1.2%	203.2	209.7	-3.1%
<i>Tri-City Herald</i>	65.9	62.1	6.1%	189.6	179.7	5.5%

Carolinas:

<i>The News & Observer , Raleigh</i>	149.7	156.5	-4.3%	454.1	485.6	-6.5%
South Carolina Dailies	160.6	163.6	-1.8%	484.8	496.5	-2.4%
Total	1,142.5	1,069.5	6.8%	3,446.5	3,314.8	4.0%

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

THE McCLATCHY COMPANY
 SUPPLEMENTAL ADVERTISING DATA
 BY CATEGORY FOR THE PERIODS
 ENDED MARCH 28, 2004
 COMPARED TO MARCH 30, 2003

	<u>March 2004*</u> Percent Change	<u>First Quarter*</u> Percent Change
Retail	6.0	2.8
National	19.7	11.7
Classified Total	6.3	3.1
Auto	4.7	3.4
Real Estate	10.0	8.9
Employment	9.9	2.1
Online	62.3	58.2
Direct Marketing	3.1	8.4
Total Advertising	9.1	5.6

* Excludes Merced Group

Most of the Company's online advertising is in the classified categories. On a combined basis in March, print and online classified advertising increased 10.0% versus 6.3% from print classified only. Employment classified advertising on a combined basis increased 18.9% versus 9.9% on a print-only basis.

Year to date combined print and online classified revenues were up 6.7% (versus 3.1% for print only) with employment classified up 10.7% (versus 2.1% for print-only employment).