



# THE McCLATCHY COMPANY

*Since 1857*

Contact: Elaine Lintecum  
Treasurer  
916-321-1846  
elintecum@mcclatchy.com

## **McCLATCHY REPORTS MAY 2005 REVENUES AND ANNOUNCES PRESENTATION AT ANALYST CONFERENCE**

**Sacramento, CA, June 15, 2005 - The McClatchy Company (NYSE: MNI)** today reported that consolidated advertising revenues in May 2005 increased 3.8% and total revenues increased 2.9%. Year-to-date advertising revenues were up 3.7% and total revenues were up 2.8%.

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.

McClatchy also said that on Wednesday, June 22, 2005, management will provide an update on its business and strategies at the Mid-Year Media Review, an analyst forum sponsored by the Newspaper Association of America and including various media companies at the McGraw-Hill Building in New York City. McClatchy's presentation will begin at 11:00 A.M. Eastern time and will be available to the media and general public via live Internet webcast.

The Webcast of McClatchy's presentation will be accessible at [www.mcclatchy.com](http://www.mcclatchy.com) or at [www.midyearmediareview.com](http://www.midyearmediareview.com) on June 22. McClatchy's presentation via webcast will continue to be available at McClatchy's website for future reference.

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)

	May			May Year-to-Date		
	2005	2004	% Change	2005	2004	% Change
<b>Revenues - Net:</b>						
Advertising						
California	\$30,794	\$28,721	7.2%	\$159,029	\$150,879	5.4%
Minneapolis	23,798	23,866	-0.3%	126,760	127,607	-0.7%
Carolinas	12,898	12,530	2.9%	67,246	63,451	6.0%
Northwest	11,347	10,832	4.8%	58,236	54,723	6.4%
Total Advertising	\$78,837	\$75,949	3.8%	\$411,271	\$396,660	3.7%
Circulation	12,647	13,036	-3.0%	69,992	70,651	-0.9%
Other	2,191	2,040	7.4%	9,989	10,604	-5.8%
Total Revenue	\$93,675	\$91,025	2.9%	\$491,252	\$477,915	2.8%
<b>Average Paid Circulation:*</b>						
Daily	1,421.5	1,434.2	-0.9%	1,415.5	1,420.3	-0.3%
Sunday	1,810.3	1,849.3	-2.1%	1,815.0	1,848.8	-1.8%
Community Newspapers	68.6	69.5	-1.3%	68.6	69.0	-0.6%
* 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	446.3	436.9	2.2%	2,256.4	2,262.0	-0.2%
National	93.9	104.3	-10.0%	486.0	522.8	-7.0%
Classified	622.4	639.4	-2.7%	3,258.3	3,271.3	-0.4%
Total	1,162.6	1,180.6	-1.5%	6,000.7	6,056.1	-0.9%
Millions of Preprints	263.2	240.4	9.5%	1,417.1	1,319.5	7.4%
<b>Full Run ROP Linage by Market for Dailies:</b>						
<b>California:</b>						
<i>The Sacramento Bee</i>	204.1	205.0	-0.4%	1,068.4	1,078.0	-0.9%
<i>The Fresno Bee</i>	102.9	101.1	1.8%	531.4	545.0	-2.5%
<i>The Modesto Bee</i>	103.5	102.2	1.3%	508.4	535.3	-5.0%
<i>Merced Sun-Star</i>	49.9	54.3	-8.1%	256.5	244.7	4.8%
<b>Star Tribune, Minneapolis</b>	146.6	155.2	-5.5%	738.9	779.8	-5.2%
<b>Northwest:</b>						
<i>The News Tribune, Tacoma</i>	94.5	96.6	-2.2%	511.8	518.3	-1.3%
<i>Anchorage Daily News</i>	86.0	78.1	10.1%	406.1	376.6	7.8%
<i>Tri-City Herald</i>	72.0	64.4	11.8%	376.4	331.4	13.6%
<b>Carolinas:</b>						
<i>The News &amp; Observer, Raleigh</i>	143.0	155.2	-7.9%	770.8	780.5	-1.2%
South Carolina Dailies	160.1	168.5	-5.0%	832.0	866.5	-4.0%
Total	1,162.6	1,180.6	-1.5%	6,000.7	6,056.1	-0.9%

THE McCLATCHY COMPANY

THE McCLATCHY COMPANY  
 SUPPLEMENTAL ADVERTISING REVENUE DATA  
 BY CATEGORY  
 FOR THE PERIODS ENDED MAY 29, 2005

	<u>May</u>		<u>Year to Date</u>	
	<u>%</u>	<u>% Change</u>	<u>%</u>	<u>% Change</u>
	<u>Change</u>	<u>Print Only</u>	<u>Change</u>	<u>Print Only</u>
<b>Advertising categories:</b>				
Retail	4.8	4.8	2.3	2.4
National	(4.7)	(5.0)	(2.2)	(2.5)
Classified Total	5.1	1.5	6.3	2.9
Auto	(7.5)	(10.2)	(6.0)	(8.0)
Real Estate	15.3	12.9	14.7	11.8
Employment	11.7	6.0	13.5	8.3
Direct Marketing	2.1	2.1	5.5	5.5
<b>Total advertising growth</b>	3.8	2.2	3.7	2.2