



# THE McCLATCHY COMPANY

*Since 1857*

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## **McCLATCHY REPORTS OCTOBER 2004 REVENUES**

**Sacramento, CA, November 17, 2004 - The McClatchy Company (NYSE: MNI)** today reported that consolidated advertising revenues in October 2004 increased 4.9% and total revenues increased 4.2%. 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 3.5% and total revenue increased 2.9% in October. Year-to-date advertising revenues were up 6.8% (5.5% excluding Merced) and total revenues were up 5.8% (4.6% 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 10			Period 10 Year-to-Date		
	2004	2003	% Change	2004	2003	% Change
Advertising						
Minneapolis	\$30,831	\$30,291	1.8%	\$256,849	\$244,619	5.0%
California	36,461	33,910	7.5%	309,416	281,171	10.0%
Carolinas	15,584	15,040	3.6%	129,761	122,836	5.6%
Northwest	13,957	13,109	6.5%	113,167	109,035	3.8%
Total Advertising	\$96,833	\$92,350	4.9%	\$809,193	\$757,661	6.8%
Circulation	16,102	15,931	1.1%	141,223	140,118	0.8%
Other	2,325	2,368	-1.8%	20,069	19,221	4.4%
Total Revenue	\$115,260	\$110,649	4.2%	\$970,485	\$917,000	5.8%

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

**Average Paid Circulation:\*\***

Daily	1,457.2	1,441.7	1.1%	1,412.4	1,392.3	1.4%
Sunday	1,836.0	1,886.4	-2.7%	1,848.8	1,859.6	-0.6%
Community Newspapers	71.1	62.1	14.5%	68.1	61.1	11.5%

\*\* 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	580.1	573.3	1.2%	4,651.0	4,620.3	0.7%
National	116.8	128.0	-8.8%	1,004.6	1,005.3	-0.1%
Classified	773.5	731.8	5.7%	6,697.0	6,315.2	6.0%
Total	1,470.4	1,433.1	2.6%	12,352.6	11,940.8	3.4%
Millions of Preprints	336.2	320.2	5.0%	2,738.0	2,626.2	4.3%

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

**California:**

<i>The Sacramento Bee</i>	249.0	259.0	-3.9%	2,180.0	2,159.9	0.9%
<i>The Fresno Bee</i>	123.4	128.1	-3.7%	1,091.1	1,085.2	0.5%
<i>The Modesto Bee</i>	129.0	130.3	-1.0%	1,096.2	1,107.6	-1.0%
<i>Merced Sun-Star</i>	62.7	0.0	NA	512.2	0.0	NA

**Star Tribune, Minneapolis**

	190.0	192.3	-1.2%	1,577.4	1,598.5	-1.3%
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**Northwest:**

<i>The News Tribune, Tacoma</i>	117.6	128.3	-8.3%	1,050.9	1,128.6	-6.9%
<i>Anchorage Daily News</i>	109.1	96.4	13.2%	802.3	782.2	2.6%
<i>Tri-City Herald</i>	97.0	97.1	-0.1%	711.8	668.0	6.6%

**Carolinas:**

<i>The News &amp; Observer, Raleigh</i>	186.5	188.7	-1.2%	1,600.2	1,636.2	-2.2%
South Carolina Dailies	206.1	212.9	-3.2%	1,730.5	1,774.6	-2.5%
Total	1,470.4	1,433.1	2.6%	12,352.6	11,940.8	3.4%

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 OCTOBER 31, 2004

	<u>October</u>		<u>Year- to-date</u>	
	<u>%</u>	<u>Print /</u>	<u>%</u>	<u>Print /</u>
	<u>Change</u>	<u>Online</u>	<u>Change</u>	<u>Online</u>
		<u>Combined</u>		<u>Combined</u>
<b>Print:</b>				
Retail	0.9	0.6	2.2	2.1
National	(0.4)	(0.1)	5.7	5.7
Classified Total	4.6	7.9	4.9	8.5
Auto	(3.9)	(2.6)	(0.3)	1.1
Real Estate	9.8	10.8	9.2	10.2
Employment	10.2	18.2	9.3	17.6
Direct Marketing	2.5	2.5	9.3	9.3
<b>Online</b>	42.0	NA	51.4	NA

Note: Categories exclude Merced Group.