



# THE McCLATCHY COMPANY

*Since 1857*

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## McCLATCHY REPORTS OCTOBER 2005 REVENUES

**Sacramento, CA, November 17, 2005 - The McClatchy Company (NYSE: MNI)** today reported that consolidated advertising revenues in October 2005 increased 2.4% and total revenues increased 1.9%. Year-to-date advertising revenues were up 3.3% and total revenues were up 2.4%.

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)

	October			October Year-to-Date		
	2005	2004	% Change	2005	2004	% Change
<b>Revenues - Net:</b>						
Advertising						
California	\$38,781	\$36,461	6.4%	\$326,991	\$309,415	5.7%
Minneapolis	30,717	30,831	-0.4%	257,336	256,849	0.2%
Carolinas	15,879	15,584	1.9%	134,559	129,761	3.7%
Northwest	13,822	13,957	-1.0%	117,175	113,168	3.5%
<b>Total Advertising</b>	<b>\$99,199</b>	<b>\$96,833</b>	<b>2.4%</b>	<b>\$836,061</b>	<b>\$809,193</b>	<b>3.3%</b>
Circulation	15,669	16,102	-2.7%	138,120	141,223	-2.2%
Other	2,620	2,325	12.7%	19,606	20,069	-2.3%
<b>Total Revenue</b>	<b>\$117,488</b>	<b>\$115,260</b>	<b>1.9%</b>	<b>\$993,787</b>	<b>\$970,485</b>	<b>2.4%</b>

**Average Paid Circulation:\***

Daily	1,415.3	1,457.2	-2.9%	1,399.0	1,412.5	-1.0%
Sunday	1,773.3	1,836.0	-3.4%	1,792.7	1,848.8	-3.0%
Community Newspapers	50.3	54.7	-8.0%	51.3	52.8	-2.8%

\* 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	544.5	580.1	-6.1%	4,523.7	4,651.0	-2.7%
National	116.2	116.8	-0.5%	981.8	1,004.6	-2.3%
Classified	772.1	773.5	-0.2%	6,694.2	6,697.0	0.0%
<b>Total</b>	<b>1,432.8</b>	<b>1,470.4</b>	<b>-2.6%</b>	<b>12,199.7</b>	<b>12,352.6</b>	<b>-1.2%</b>
Millions of Preprints Distribute	339.1	336.2	0.9%	2,858.8	2,738.0	4.4%

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

**California:**

<i>The Sacramento Bee</i>	248.9	249.0	0.0%	2,176.2	2,180.0	-0.2%
<i>The Fresno Bee</i>	125.9	123.5	1.9%	1,088.3	1,091.1	-0.3%
<i>The Modesto Bee</i>	131.1	129.0	1.6%	1,085.8	1,096.2	-0.9%
<i>Merced Sun-Star</i>	67.8	62.7	8.1%	540.5	512.1	5.5%

**Star Tribune, Minneapolis**

	171.6	190.0	-9.7%	1,481.8	1,577.4	-6.1%
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**Northwest:**

<i>The News Tribune, Tacoma</i>	116.6	117.6	-0.9%	1,015.4	1,050.9	-3.4%
<i>Anchorage Daily News</i>	93.2	109.1	-14.6%	818.8	802.3	2.1%
<i>Tri-City Herald</i>	91.7	97.0	-5.5%	764.6	711.8	7.4%

**Carolinas:**

<i>The News &amp; Observer, Raleigh</i>	184.8	186.5	-0.9%	1,550.3	1,600.2	-3.1%
South Carolina Dailies	201.2	206.1	-2.4%	1,678.0	1,730.6	-3.0%
<b>Total</b>	<b>1,432.8</b>	<b>1,470.5</b>	<b>-2.6%</b>	<b>12,199.7</b>	<b>12,352.6</b>	<b>-1.2%</b>

**The McClatchy Company**  
**Supplemental Advertising Revenue**  
**By Category for the Period Ending October 30, 2005**

	<u>October</u>		<u>October Year-to-Date</u>	
	<u>%</u> <u>Change</u>	<u>% Change</u> <u>Print Only</u>	<u>%</u> <u>Change</u>	<u>% Change</u> <u>Print Only</u>
<b>Advertising categories:</b>				
Retail	(1.4)	(2.2)	0.6	0.4
National	0.7	0.7	(1.6)	(1.7)
Classified Total	4.6	1.6	6.3	2.9
Auto	(16.6)	(19.2)	(9.0)	(11.2)
Real Estate	22.5	20.9	17.7	15.3
Employment	12.6	8.1	14.2	9.0
Direct Marketing	19.2	19.2	9.8	9.8
<b>Total advertising growth</b>	<b>2.4</b>	<b>0.8</b>	<b>3.3</b>	<b>1.8</b>