



THE McCLATCHY COMPANY

Since 1857

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McCLATCHY REPORTS OCTOBER 2006 REVENUES

Sacramento, CA, November 15, 2006 - The McClatchy Company (NYSE: MNI) today reported that consolidated advertising revenues in October 2006 decreased 2.1% and total revenues were down 2.2% compared to pro forma revenues (including the addition of newspapers purchased in the Knight Ridder acquisition). Year-to-date pro forma advertising revenues grew 0.6% and total pro forma revenues were down 0.2%.

Advertising revenue performance at the company's newspapers is summarized in McClatchy's statistical report that follows.

The McClatchy Company is the second-largest newspaper company in the United States, with 32 daily newspapers and approximately 50 non-dailies. McClatchy owned newspapers include the (Minneapolis) *Star Tribune*, *The Miami Herald*, *The Sacramento Bee*, the *Fort Worth Star-Telegram*, *The Kansas City Star*, *The Charlotte Observer*, and *The (Raleigh) News & Observer*. In addition, McClatchy has a robust network of internet assets, including leading local websites in each of its daily newspaper markets, offering users information, comprehensive news, advertising, e-commerce and other services. The company also owns and operates McClatchy Interactive, an interactive operation that provides websites with content, publishing tools and software development; Real Cities (<http://www.RealCities.com>), the largest national advertising network of local news websites, including more than 130 newspaper websites; and 15.0% of CareerBuilder, the nation's largest online job site. McClatchy also owns 25.6% of Classified Ventures, a newspaper industry partnership that offers classified websites such as cars.com and apartments.com. McClatchy is listed on the New York Stock Exchange under the symbol MNI.

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The McClatchy Company
Consolidated Statistical Report

(In thousands, except for preprints)

	October					
	Combined			Print Only		
		*Pro Forma			*Pro Forma	
Revenues - Net:	<u>2006</u>	<u>2005</u>	<u>% Change</u>	<u>2006</u>	<u>2005</u>	<u>% Change</u>
Advertising						
Retail	\$100,324	\$98,873	1.5%	\$97,937	\$97,482	0.5%
National	22,900	27,783	-17.6%	20,669	26,213	-21.1%
Classified Total	87,911	90,956	-3.3%	75,128	78,487	-4.3%
Automotive	20,841	21,056	-1.0%	18,640	19,197	-2.9%
Real Estate	28,376	27,098	4.7%	26,513	25,459	4.1%
Employment	29,156	32,338	-9.8%	21,091	24,047	-12.3%
Other Class	9,538	10,464	-8.9%	8,884	9,784	-9.2%
Direct Marketing	18,398	16,739	9.9%	18,398	16,739	9.9%
Other Adv Rev	99	244	-59.4%	99	244	-59.4%
Total Advertising	<u>\$229,632</u>	<u>\$234,595</u>	<u>-2.1%</u>	<u>\$212,231</u>	<u>\$219,165</u>	<u>-3.2%</u>
Circulation	33,899	34,936	-3.0%			
Other	8,706	8,845	-1.6%			
Total Revenues	<u>\$272,237</u>	<u>\$278,376</u>	<u>-2.2%</u>			
Memo: Online Only Advertising Revenue	\$17,401	\$15,430	12.8%			
Advertising Revenues by Market:						
California	\$40,992	\$41,304	-0.8%	\$38,648	\$39,269	-1.6%
Carolinas	41,360	41,457	-0.2%	37,774	38,497	-1.9%
Florida	32,249	32,467	-0.7%	30,081	30,839	-2.5%
Midwest	55,741	59,532	-6.4%	51,180	55,332	-7.5%
Northwest	22,863	22,113	3.4%	21,099	20,642	2.2%
Texas	20,448	20,842	-1.9%	19,123	19,827	-3.6%
Other	15,979	16,880	-5.3%	14,326	14,759	-2.9%
Total Advertising	<u>\$229,632</u>	<u>\$234,595</u>	<u>-2.1%</u>	<u>\$212,231</u>	<u>\$219,165</u>	<u>-3.2%</u>
Advertising Statistics for Dailies:						
Full Run ROP Linage				3,566.0	3,635.0	-1.9%
Millions of Preprints Distributed				841.9	791.9	6.3%
Average Paid Circulation:**						
Daily				3,256.6	3,325.0	-2.1%
Sunday				4,102.1	4,234.5	-3.1%

* Pro Forma includes Knight Ridder acquisitions.

** Reflects average paid circulation based upon number of days in period. Does not reflect ABC reported figures.

The McClatchy Company
Consolidated Statistical Report

(In thousands, except for preprints)

October Year-to-Date

	Combined			Print Only		
	*Pro Forma 2006	*Pro Forma 2005	% Change	*Pro Forma 2006	*Pro Forma 2005	% Change
Revenues - Net:						
Advertising						
Retail	\$827,262	\$826,473	0.1%	\$809,551	\$816,323	-0.8%
National	199,871	217,675	-8.2%	184,641	207,097	-10.8%
Classified Total	813,475	805,611	1.0%	683,381	697,984	-2.1%
Automotive	190,299	212,612	-10.5%	169,883	195,748	-13.2%
Real Estate	248,733	219,135	13.5%	232,033	204,994	13.2%
Employment	288,436	285,009	1.2%	201,446	214,544	-6.1%
Other Class	86,007	88,855	-3.2%	80,019	82,698	-3.2%
Direct Marketing	158,180	136,542	15.8%	158,180	136,542	15.8%
Other Adv Rev	1,306	1,885	-30.7%	1,306	1,885	-30.7%
Total Advertising	<u>\$2,000,094</u>	<u>\$1,988,186</u>	0.6%	<u>\$1,837,059</u>	<u>\$1,859,831</u>	-1.2%
Circulation	299,107	312,044	-4.1%			
Other	65,912	69,957	-5.8%			
Total Revenues	<u>\$2,365,113</u>	<u>\$2,370,187</u>	-0.2%			
Memo: Online Only Advertising Revenue	\$163,035	\$128,355	27.0%			

Advertising Revenues by Market:

California	\$361,787	\$348,617	3.8%	\$340,894	\$331,819	2.7%
Carolinas	350,896	349,667	0.4%	318,757	326,552	-2.4%
Florida	298,232	287,523	3.7%	277,490	273,616	1.4%
Midwest	479,584	499,424	-4.0%	437,284	463,833	-5.7%
Northwest	190,379	184,801	3.0%	175,032	173,192	1.1%
Texas	178,402	175,060	1.9%	166,347	166,691	-0.2%
Other	140,814	143,094	-1.6%	121,255	124,128	-2.3%
Total Advertising	<u>\$2,000,094</u>	<u>\$1,988,186</u>	0.6%	<u>\$1,837,059</u>	<u>\$1,859,831</u>	-1.2%

Advertising Statistics for Dailies:

Full Run ROP Linage	30,776.6	31,437.8	-2.1%
Millions of Preprints	6,914.0	6,422.7	7.6%

Average Paid Circulation:**

Daily	3,203.1	3,307.6	-3.2%
Sunday	4,129.2	4,308.8	-4.2%

* Pro Forma includes Knight Ridder acquisitions.

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