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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**  
**Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported) April 12, 2005**

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**MEDIA GENERAL, INC.**

*(Exact name of registrant as specified in its charter)*

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**Commonwealth of Virginia**

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**1-6383**

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**54-0850433**

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*(State or other jurisdiction of incorporation)*

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*(Commission File Number)*

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*(I.R.S. Employer Identification No.)*

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**333 E. Franklin St., Richmond, VA**

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**23219**

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*(Address of principal executive offices)*

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*(Zip Code)*

**Registrant's telephone number, including area code (804) 649-6000**

N/A

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*(Former name or former address, if changed since last report.)*

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 2.02 Results of Operations and Financial Condition.**

On April 12, 2005, the Company issued two releases announcing results for the first quarter of 2005 and revenues for the March 2005 period. A copy of these releases is furnished as Exhibit 99.1 and Exhibit 99.2

**Item 9.01 Financial Statements and Exhibits.**

c) Exhibits

99.1 Press Release issued by MEDIA GENERAL, INC., April 12, 2005.

99.2 Press Release issued by MEDIA GENERAL, INC., April 12, 2005.

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date **April 12, 2005**

**MEDIA GENERAL. INC.**  
(Registrant)

/s/ **MARSHALL N. MORTON**

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Marshall N. Morton  
Vice Chairman and Chief Financial Officer

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### Media General Reports First-Quarter Results

RICHMOND, Va., April 12 /PRNewswire-FirstCall/ -- Media General (NYSE: MEG) today reported first-quarter income, before the cumulative effect of a change in accounting principle, of \$9.3 million, or 39 cents per diluted share, compared with \$9.1 million, or 38 cents per diluted share, in the first quarter of 2004. Including the accounting charge, a non-cash item that is explained more fully below, the company reported a net loss of \$316.2 million in the first quarter of 2005.

“Media General’s first-quarter operating results were driven mostly by a 12.5 percent improvement in Publishing segment profit. Newspaper advertising revenues grew 7.4 percent for the quarter, driven primarily by increased Classified advertising. Strong growth in National advertising and a solid increase in Retail advertising also contributed to Publishing’s revenue growth,” said J. Stewart Bryan III, chairman and chief executive. “In the Broadcast Division, aggressive sales development initiatives drove strong Local time sales for the quarter. National television advertising was soft, and Political revenues were virtually absent compared to last year’s presidential primary spending. Higher equity income from SP Newsprint and lower interest expense also contributed to our improved operating profit performance,” said Bryan.

Media General’s total revenues for the first quarter of 2005 were up 4.7 percent to \$217.9 million compared with \$208.2 million in the same period last year. Segment profit of \$39.8 million increased from \$38.9 million in the first quarter of 2004. Segment cash flow of \$50.7 million was up as well.

Publishing segment profit of \$29.3 million in the first quarter was \$3.3 million, or 12.5 percent, above the same period last year. Publishing revenues of \$143.4 million increased 5.7 percent. The Tampa Tribune accounted for more than half of the growth and reported a 9.9 percent revenue increase for the quarter. Including online revenues from newspaper Web sites, total publishing revenues were up 6.5 percent over last year and newspaper advertising revenues increased 8.3 percent.

Classified revenues increased \$4.5 million, or 9.7 percent, driven mostly by the strength of employment advertising, which was up in almost all markets. Including online advertising, Classified revenues rose 11.4 percent.

The Tampa Tribune reported a 12.1 percent increase in Classified advertising, fueled by a 31 percent rise in help-wanted advertising revenues, and a 14 percent gain in automotive advertising revenue. The Richmond Times-Dispatch reported a 7.1 percent increase in Classified revenues, led by higher help-wanted revenues, up 22 percent, which helped to offset a decline in automotive advertising revenues. At the Winston-Salem Journal, Classified revenues rose 5 percent, with real estate revenues up 15.2 percent and help-wanted up nearly 10 percent.

Employment lineage at the company’s three metropolitan newspapers increased 12.9 percent in the aggregate in the first quarter compared to last year. The gains were 19.9 percent at the Richmond Times-Dispatch, 9.5 percent at The Tampa Tribune, and 2.1 percent at the Winston-Salem Journal. Retail revenues increased \$1.6 million, or 3.2 percent. The growth for the quarter came primarily from The Tampa Tribune, which was up 5.4 percent, and from several Community newspapers. Tampa’s growth reflected higher department store, medical and auto parts advertising. At the Richmond Times-Dispatch, Retail revenues rose 1.1 percent, mostly from Retail preprints as well as gains in financial advertising. At the Winston-Salem Journal, Retail revenues declined 2.9 percent, which reflected declines in department store advertising that were partially offset by gains in Retail preprints. For the division as a whole, Retail preprint revenue was up 5.8 percent over last year. The company’s Community newspapers reported a gain of 4.3 percent in total Retail advertising.

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National advertising revenues increased \$2.1 million, or 20.9 percent. More than one-half of the increase was at The Tampa Tribune. The overall gain reflected increases in telecommunications, national automotive and national preprints advertising. National revenues for The Tampa Tribune were up 19.1 percent, the Winston-Salem Journal reported a 19 percent gain, and the Richmond Times-Dispatch was up 15.3 percent.

Circulation revenues declined \$520,000, or 2.3 percent, due to lower circulation volumes in some markets and a change in wholesale rates to independent carriers in several markets. For the month of March, nine Media General newspapers were above last year in daily circulation and seven were up for Sunday.

Publishing expenses increased 4.6 percent over the 2004 first quarter. The most significant increases were higher newsprint, employee benefits and salary expenses. Newsprint expense for the quarter increased 11.1 percent and reflected mostly higher newsprint prices and also increased consumption due to higher advertising linage. The average price per ton increased \$44 for the quarter.

Broadcast Division profit of \$11.3 million declined 21.8 percent for the quarter. Revenues increased 1 percent to \$71 million and, as expected, reflected the near absence of political campaign spending in this off-election year.

Local time sales increased \$2.7 million, or 6.3 percent. Media General stations continued to implement several new business development programs that are driving the higher local transactional sales. The Local gains reflected strength in services, furniture, entertainment and specialty stores advertising.

National time sales were down \$465,000, or 1.9 percent, reflecting lower department stores and telecommunications advertising, partially offset by increases in the corporate, fast food and home improvement categories.

Political revenues of \$323,000 for the quarter showed, as expected, a sharp decline from last year's first quarter, which had benefited from strong presidential campaign spending. Political revenues in the 2005 first quarter were generated by issues advertising for Social Security and educational reforms.

Broadcast expenses for the quarter increased 7.3 percent from the prior year's period. The increase was attributable largely to higher salaries, sales commissions on new business, increased cost of goods sold stemming from improved broadcast equipment sales, and the costs associated with programs to drive local time sales growth.

Interactive Media Division revenues were up 51.1 percent over 2004 to a quarterly record of \$4.5 million. The improvement is mainly attributable to continued strong Classified advertising, up 52 percent, and higher Local advertising revenues. These results reflect continued strong liner upsell activity and special product revenues. The division's first-quarter loss of \$826,000 was reduced by 50.7 percent from the first quarter of 2004.

Interest expense decreased 6 percent from the first quarter of 2004, due to lower average debt levels partially offset by higher average interest rates.

Equity income from the company's share of SP Newsprint was \$447,000 in the quarter and improved significantly from last year's same quarter loss of \$269,000 due to higher newsprint prices.

Acquisition intangibles amortization was \$626,000 higher than last year's first quarter as a result of increased network affiliation intangibles amortization.

EBITDA (income before accounting change, interest, taxes, depreciation and amortization) in the first quarter of 2005 was \$39.3 million, compared with \$39.7 million in the 2004 period. Free cash flow for the quarter (after-tax cash flow minus capital expenditures) was \$10.5 million, compared with \$19.4 million in the prior-year period due to expected higher capital expenditures.

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Media General provides the non-GAAP financial metrics EBITDA, After-Tax Cash Flow, and Free Cash Flow. The company believes these metrics are useful for evaluating financial performance and are common alternative measures used by investors, financial analysts and rating agencies. These groups use EBITDA, along with other measures, to evaluate a company's ability to meet its debt service requirements and to estimate the value of the company. A reconciliation of these metrics to amounts on the GAAP statements has been included in this news release.

In the first quarter, the company was required to conform to the provisions of SEC Topic D-108, Use of the Residual Method to Value Acquired Assets Other than Goodwill, which resulted in a cumulative effect of change in accounting principle charge of \$325.5 million. D-108 requires the use of a direct method for valuing all assets other than goodwill. The company had used a residual value method, a commonly used method at the time, to value its FCC licenses in conjunction with acquisitions made in 1997 and 2000. However, with the adoption of D-108, the company was required to value its FCC licenses using a direct method. The direct method requires the company to value its FCC licenses using an average market participant concept and prohibits including other value components that would typically be associated with station value in the calculation. In contrast, the residual method, formerly used by the company, did include other components of station value. As a result, because most Media General stations are ranked first or second in their markets, the change in accounting for FCC licenses from a residual value to a direct value method is likely to have a more unfavorable impact on the company than it will have on many other broadcasters. Ongoing intangibles amortization levels will be unaffected by this change.

#### Outlook

For the second quarter of 2005, Publishing Division revenues are expected to show increases similar to the first quarter, with continued strength in Classified advertising, especially help wanted. For the Broadcast Division, while time sales are expected to be slightly above last year's second quarter, driven mostly by Local transactional sales, segment profit will be down from last year. The major contributing factor will be the expense necessary to generate new revenue growth to offset the absence of Political and Olympics revenue.

#### Conference Call and Webcast

The company will hold an earnings conference call with financial analysts today at 11 a.m. Eastern Time. The conference call will be available to the media and general public through a limited number of listen-only dial-in conference lines and via simultaneous Webcast. To dial in to the call, listeners may call 1-888-396-2369 about 10 minutes prior to the 11 a.m. start. Listeners may also access the live Webcast by logging on to <http://www.mediageneral.com> and clicking on the "Live Earnings Conference" link at the top of the homepage about 10 minutes in advance. A replay of the Webcast will be available online at <http://www.mediageneral.com> beginning at 1 p.m. today. A telephone replay will also be available, beginning at 1 p.m. and ending on April 19 at 12 a.m., by dialing 1-888-286-8010 or 617-801-6888, and using the passcode 35422611.

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## Forward-Looking Statements

This news release contains forward-looking statements that are subject to various risks and uncertainties and should be understood in the context of the company's publicly available reports filed with the Securities and Exchange Commission. Media General's future performance could differ materially from its current expectations.

## About Media General

Media General is a diversified communications company operating leading newspapers, television stations and online enterprises, primarily in the Southeastern United States. The company's publishing assets include three metropolitan newspapers, The Tampa Tribune, the Richmond Times-Dispatch, and the Winston-Salem Journal; 22 daily community newspapers in Virginia, North Carolina, Florida, Alabama and South Carolina; and more than 100 weekly newspapers and other publications. The company's broadcasting assets include 26 network-affiliated television stations that reach more than 30 percent of the television households in the Southeast and nearly 8 percent of those in the United States. The company's interactive media assets include more than 50 online enterprises that are associated with its newspapers and television stations. Media General also owns a 20 percent interest in The Denver Post and a 33 percent interest in SP Newsprint Company.

Media General, Inc.

## CONSOLIDATED STATEMENTS OF OPERATIONS

(Unaudited, in thousands, except per share amounts)	Thirteen Weeks Ending	
	March 27, 2005	March 28, 2004
Revenues	\$ 217,907	\$ 208,156
Operating costs:		
Production	97,529	93,096
Selling, general and administrative	82,260	75,267
Depreciation and amortization	17,172	17,268
Total operating costs	196,961	185,631
Operating income	20,946	22,525
Other income (expense):		
Interest expense	(7,495)	(7,971)
Investment income (loss)- unconsolidated affiliates	714	(169)
Other, net	476	59
Total other expense	(6,305)	(8,081)
Income before income taxes and cumulative effect of change in accounting principle	14,641	14,444
Income taxes	5,344	5,344
Income before cumulative effect of change in accounting principle	9,297	9,100
Cumulative effect of change in accounting principle-net of tax	(325,453)	—
Net income (loss)	\$ (316,156)	\$ 9,100
Net income (loss) per common share:		
Income before cumulative effect of change in accounting principle	\$ 0.40	\$ 0.39
Cumulative effect of change in accounting principle	(13.87)	—
Net income (loss)	\$ (13.47)	\$ 0.39
Net income (loss) per common share assuming dilution:		
Income before cumulative effect of change in accounting principle	\$ 0.39	\$ 0.38
Cumulative effect of change in accounting principle	(13.64)	—
Net income (loss)	\$ (13.25)	\$ 0.38

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Weighted-average common shares outstanding:		
Basic	23,478	23,253
Diluted	23,857	23,660

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Media General, Inc.  
BUSINESS SEGMENTS

(Unaudited, in thousands)	Publishing	Broadcast	Interactive Media	Eliminations	Total
<b>Quarter Ended March 27, 2005</b>					
Consolidated revenues	\$ 143,433	\$ 70,992	\$ 4,546	\$ (1,064)	\$ 217,907
Segment operating cash flow	\$ 35,038	\$ 16,248	\$ (575)		\$ 50,711
Allocated amounts:					
Equity in net income of unconsolidated affiliates	89		178		267
Depreciation and amortization	(5,815)	(4,923)	(429)		(11,167)
Segment profit (loss)	\$ 29,312	\$ 11,325	\$ (826)		39,811
Unallocated amounts:					
Interest expense					(7,495)
Investment income-SP Newsprint					447
Acquisition intangibles amortization					(4,735)
Corporate expense					(10,382)
Other					(3,005)
Consolidated income before income taxes and cumulative effect of change in accounting principle					\$ 14,641
<b>Quarter Ended March 28, 2004</b>					
Consolidated revenues	\$ 135,648	\$ 70,257	\$ 3,009	\$ (758)	\$ 208,156
Segment operating cash flow	\$ 31,946	\$ 19,896	\$ (1,284)		\$ 50,558
Allocated amounts:					
Equity in net income of unconsolidated affiliate	100				100
Depreciation and amortization	(5,995)	(5,417)	(390)		(11,802)
Segment profit (loss)	\$ 26,051	\$ 14,479	\$ (1,674)		38,856
Unallocated amounts:					
Interest expense					(7,971)
Investment loss-SP Newsprint					(269)
Acquisition intangibles amortization					(4,109)
Corporate expense					(10,074)
Other					(1,989)
Consolidated income before income taxes					\$ 14,444

Media General, Inc.  
CONSOLIDATED BALANCE SHEETS

(Unaudited, in thousands)	March 27, 2005	December 26, 2004(1)
<b>ASSETS</b>		
Current assets:		
Cash and cash equivalents	\$ 11,268	\$ 9,823
Accounts receivable -- net	105,430	117,177
Inventories	7,426	8,021
Other	30,780	35,826
<b>Total current assets</b>	<b>154,904</b>	<b>170,847</b>
Investments in unconsolidated affiliates	93,665	93,277
Other assets	63,584	59,676
Property, plant and equipment -- net	426,243	422,299
Excess of cost over fair value of net identifiable assets of acquired businesses -- net	641,706	641,706
FCC licenses and other intangibles -- net	571,613	1,092,530
<b>Total assets</b>	<b>\$ 1,951,715</b>	<b>\$ 2,480,335</b>
<b>LIABILITIES AND STOCKHOLDERS' EQUITY</b>		
Current liabilities:		
Accounts payable	\$ 28,343	\$ 27,000
Accrued expenses and other liabilities	73,080	92,163
Income taxes payable	—	7,708
<b>Total current liabilities</b>	<b>101,423</b>	<b>126,871</b>
Long-term debt	443,466	437,960
Borrowings of consolidated variable interest entities	95,320	95,320
Deferred income taxes	309,605	501,655
Other liabilities and deferred credits	137,162	134,760
Stockholders' equity	864,739	1,183,769
<b>Total liabilities and stockholders' equity</b>	<b>\$ 1,951,715</b>	<b>\$ 2,480,335</b>

- (1) The transition provisions of Topic D-108, "Use of the Residual Value Method to Value Acquired Assets Other than Goodwill," required that related deferred tax effects be considered. Accordingly, the Company reclassified \$190.3 million of goodwill to FCC licenses and recorded \$111.5 million of both additional FCC licenses and deferred tax liabilities. The prior year amounts have been reclassified to conform with the current year presentation.

Media General, Inc.  
 EBITDA, After-tax Cash Flow, and Free Cash Flow

(Unaudited, in thousands)	Thirteen Weeks Ending	
	March 27, 2005	March 28, 2004
Income before cumulative effect of change in accounting principle	\$ 9,297	\$ 9,100
Interest	7,495	7,971
Taxes	5,344	5,344
Depreciation and amortization	17,172	17,268
EBITDA before cumulative effect of change in accounting principle	\$ 39,308	\$ 39,683
Income before cumulative effect of change in accounting principle	\$ 9,297	\$ 9,100
Depreciation and amortization	17,172	17,268
After-tax cash flow	\$ 26,469	\$ 26,368
After-tax cash flow	\$ 26,469	\$ 26,368
Capital expenditures	16,007	6,942
Free cash flow	\$ 10,462	\$ 19,426

SOURCE Media General, Inc.

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04/12/2005

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/First Call Analyst: /

/FCMN Contact: [etucker@mediageneral.com](mailto:etucker@mediageneral.com)

/Web site: <http://www.mediageneral.com>

### Media General Reports March Revenues

RICHMOND, Va., April 12 /PRNewswire-FirstCall/ -- Media General, Inc. (NYSE: MEG) today reported that total revenues for March 2005 increased 5.3 percent, to \$72.1 million, from March 2004. On a divisional basis, Publishing revenues increased 4.8 percent, Broadcast revenues grew 4.7 percent, and Interactive Media Division revenues rose 50.7 percent.

Newspaper advertising revenues increased \$2.2 million, or 6 percent, over last March, and reflected gains in all categories. Including revenues from the company's newspaper Web sites, publishing revenues increased 5.7 percent and newspaper advertising revenues rose 7.1 percent for the month.

Classified revenues increased \$750,000, or 4.8 percent, compared with March 2004, and reflected growth in virtually all markets. The Tampa Tribune was up strongly, 6.9 percent, and the Richmond Times-Dispatch and Winston-Salem Journal were up a little more than 1 percent each, compared with last March. As expected, Classified revenue growth softened during the month, compared to the double-digit increases experienced in January and February of this year, due to the Easter holiday. Newspapers typically see a decline in employment lineage on holidays. Including online advertising, the overall increase in Classified revenues was 6.5 percent.

Classified advertising growth continued to be driven principally by help-wanted advertising. In March, employment lineage for The Tampa Tribune increased 20.1 percent and the Richmond Times-Dispatch was up 13.1 percent. Running counter-trend, the Winston-Salem Journal reported a 3 percent decline, due mainly to the Easter holiday. Automotive lineage at The Tampa Tribune was even with last year. The Winston-Salem Journal reported a 1.6 percent increase in automotive lineage, while the Richmond Times-Dispatch was down 19.1 percent. Real estate lineage at the Richmond Times-Dispatch and the Winston-Salem Journal was up 7 percent and 21 percent, respectively, while it was down at The Tampa Tribune.

Retail revenues increased \$650,000, or 3.9 percent. The Tampa Tribune reported the largest increase, 6.8 percent, due to a strong performance in the financial, home furnishings and medical categories. The Richmond Times-Dispatch declined 3.2 percent, due to lower medical, department store and furniture advertising and a special section from last year that did not repeat. The Winston-Salem Journal's retail revenues were up 1.5 percent, resulting from increased preprints and use of color. The Community newspaper group reported a 6.4 percent increase in retail advertising.

National revenues increased \$570,000, or 18.9 percent, resulting from strong telecommunications advertising in all three metro markets as well as financial and pharmaceutical advertising in Tampa.

Circulation revenues were \$170,000, or 2.4 percent below last year, mostly due to a change in wholesale rates to independent carriers.

In the Broadcast Division, gross time sales increased \$915,000, or nearly 4 percent. Gains in Local and National transactional time sales more than offset a substantial decline in Political spot sales.

Local time sales increased \$1.4 million, or 9.5 percent, reflecting strong results from the division's new business development initiatives. Growth in services, furniture and home improvement advertising offset declines in the fast food and automotive categories.

National time sales rose \$210,000, or 2.6 percent, due to gains in the corporate, home improvement and specialty stores categories that offset declines in telecommunications and automotive advertising.

Although down substantially from last year, Political revenues of \$250,000 exceeded expectations and reflected issues advertising for Social Security and educational reforms.

Interactive Media Division revenues rose 50.7 percent to a monthly record of \$1.6 million. The growth was driven by a 45.4 percent increase in Classified advertising, reflecting continued strong liner upsell activity and special product revenue. Local advertising also was up significantly, reflecting continued success with new products.

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## About Media General

Media General is a diversified communications company operating leading newspapers, television stations and online enterprises, primarily in the Southeastern United States. The company's publishing assets include three metropolitan newspapers, The Tampa Tribune, the Richmond Times-Dispatch, and the Winston-Salem Journal; 22 daily community newspapers in Virginia, North Carolina, Florida, Alabama and South Carolina; and more than 100 weekly newspapers and other publications. The company's broadcasting assets include 26 network-affiliated television stations that reach more than 30 percent of the television households in the Southeast and nearly 8 percent of those in the United States. The company's interactive media assets include more than 50 online enterprises that are associated with its newspapers and television stations. Media General also owns a 20 percent interest in The Denver Post and a 33 percent interest in SP Newsprint Company.

### MEDIA GENERAL INC. Revenues and Page Views

	March		
	2005	2004	% Change
Revenues (000)	\$ 72,099	\$ 68,468	5.3%
Publishing	46,458	44,325	4.8%
Broadcast	24,451	23,361	4.7%
Interactive Media	1,561	1,036	50.7%
Eliminations	(371)	(254)	(46.1)%
Selected Publishing Revenues (000)			
By Category			
Advertising	\$ 38,314	\$ 36,156	6.0%
Classified	16,488	15,739	4.8%
Retail	17,580	16,927	3.9%
National	3,555	2,989	18.9%
Other	691	501	37.9%
Circulation	6,882	7,053	(2.4)%
By Property			
Richmond	10,964	10,969	—
Tampa	15,373	14,218	8.1%
Winston-Salem	4,341	4,163	4.3%
Community Newspapers	15,578	14,828	5.1%
Advertising Revenues (000)*			
Richmond	\$ 8,485	\$ 8,397	1.0%
Tampa	13,527	12,522	8.0%
Winston-Salem	3,547	3,416	3.8%
Community Newspapers	12,556	11,684	7.5%
Broadcast Time Sales (gross) (000)	\$ 24,247	\$ 23,332	3.9%
Local	15,687	14,331	9.5%
National	8,309	8,097	2.6%
Political	251	904	(72.2)%
Selected Online Total Page Views			
TBO.com (Tampa, Fla.)	20,743,693	15,269,036	35.9%
timesdispatch.com (Richmond, Va.)	8,535,331	7,081,698	20.5%
JournalNow.com (Winston-Salem, N.C.)	3,531,155	2,794,335	26.4%

	Year-to-Date		
	2005	2004	% Change
Revenues (000)	\$ 217,907	\$ 208,156	4.7%
Publishing	143,433	135,648	5.7%
Broadcast	70,992	70,257	1.0%
Interactive Media	4,546	3,009	51.1%
Eliminations	(1,064)	(758)	40.4%
Selected Publishing Revenues (000)			
By Category			
Advertising	\$ 117,908	\$ 109,801	7.4%
Classified	51,606	47,064	9.7%
Retail	52,600	50,963	3.2%
National	11,914	9,853	20.9%
Other	1,788	1,921	(6.9)%
Circulation	22,266	22,787	(2.3)%
By Property			
Richmond	34,357	33,386	2.9%
Tampa	47,690	43,406	9.9%
Winston-Salem	13,134	12,783	2.7%
Community Newspapers	47,677	45,506	4.8%
Advertising Revenues (000)*			
Richmond	\$ 26,418	\$ 25,112	5.2%
Tampa	42,510	38,450	10.6%
Winston-Salem	10,606	10,323	2.7%
Community Newspapers	37,866	35,404	7.0%
Broadcast Time Sales (gross) (000)	\$ 69,488	\$ 69,915	(0.6)%
Local	45,553	42,848	6.3%
National	23,612	24,075	(1.9)%
Political	323	2,992	(89.2)%
Selected Online Total Page Views			
TBO.com (Tampa, Fla.)	52,974,230	43,213,575	22.6%
timesdispatch.com (Richmond, Va.)	25,359,831	19,343,841	31.1%
JournalNow.com (Winston-Salem, N.C.)	10,407,939	8,153,377	27.7%

Note: All data are subject to later adjustment.

\*Amounts reflect both daily and weekly newspapers.

MEDIA GENERAL INC.  
Daily Newspapers Advertising Linage\*

	March		
	2005	2004	% Change
<b>RICHMOND TIMES-DISPATCH</b>			
Retail	28,918	35,494	(18.5)%
National	10,686	8,901	20.1%
Classified	72,486	76,311	(5.0)%
Total	112,090	120,706	(7.1)%
<b>TAMPA TRIBUNE</b>			
Retail	48,235	46,748	3.2%
National	15,071	11,363	32.6%
Classified	129,247	129,838	(0.5)%
Total	192,553	187,949	2.4%
<b>WINSTON-SALEM JOURNAL</b>			
Retail	38,320	34,295	11.7%
National	10,618	8,996	18.0%
Classified	59,992	56,913	5.4%
Total	108,930	100,204	8.7%
<b>COMMUNITY &amp; ASSOCIATES DAILIES</b>			
Retail	315,044	317,669	(0.8)%
National	27,793	23,245	19.6%
Classified	426,309	433,620	(1.7)%
Total	769,146	774,534	(0.7)%
<b>MEDIA GENERAL DAILIES TOTAL</b>			
Retail	430,517	434,206	(0.8)%
National	64,168	52,505	22.2%
Classified	688,034	696,682	(1.2)%
Total	1,182,719	1,183,393	(0.1)%

	Year-to-Date		
	2005	2004	% Change
<b>RICHMOND TIMES-DISPATCH</b>			
Retail	92,055	99,152	(7.2)%
National	34,722	34,503	0.6%
Classified	227,812	230,461	(1.1)%
Total	354,589	364,116	(2.6)%
<b>TAMPA TRIBUNE</b>			
Retail	136,981	134,987	1.5%
National	48,448	39,348	23.1%
Classified	416,271	413,006	0.8%
Total	601,700	587,341	2.4%
<b>WINSTON-SALEM JOURNAL</b>			
Retail	99,915	109,088	(8.4)%
National	28,029	26,338	6.4%
Classified	188,313	179,614	4.8%
Total	316,257	315,040	0.4%
<b>COMMUNITY &amp; ASSOCIATES DAILIES</b>			
Retail	933,662	932,711	0.1%
National	93,546	75,752	23.5%
Classified	1,326,719	1,333,975	(0.5)%
Total	2,353,927	2,342,438	0.5%
<b>MEDIA GENERAL DAILIES TOTAL</b>			
Retail	1,262,613	1,275,938	(1.0)%
National	204,745	175,941	16.4%
Classified	2,159,115	2,157,056	0.1%
Total	3,626,473	3,608,935	0.5%

\*Advertising is in column inches - full run only

SOURCE Media General, Inc.

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04/12/2005

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