

## MEDIA GENERAL INC.

### Revenues and Page Views

	October			Year-to-Date		
	2005	2004	% Change	2005	2004	% Change
<b>Revenues (000)</b>	\$92,568	\$100,424	(7.8)%	\$765,015	\$751,114	1.9 %
Publishing	58,596	57,344	2.2 %	490,589	471,237	4.1 %
Broadcast	32,173	41,944	(23.3)%	261,423	271,378	(3.7)%
Interactive Media	2,298	1,475	55.8 %	17,024	11,485	48.2 %
Eliminations	(499)	(339)	(47.2)%	(4,021)	(2,986)	(34.7)%
<b>Selected Publishing Revenues (000)</b>						
<i><b>By Category</b></i>						
Advertising	\$49,233	\$47,692	3.2 %	\$407,744	\$385,895	5.7 %
Classified	21,592	20,174	7.0 %	180,228	165,891	8.6 %
Retail	22,488	21,929	2.5 %	183,663	178,203	3.1 %
National	4,367	4,906	(11.0)%	37,544	35,827	4.8 %
Other	786	683	15.1 %	6,309	5,974	5.6 %
Circulation	8,048	8,500	(5.3)%	72,102	75,228	(4.2)%
<i><b>By Property</b></i>						
Richmond	13,875	13,695	1.3 %	117,187	115,253	1.7 %
Tampa	19,284	18,348	5.1 %	159,408	147,827	7.8 %
Winston-Salem	5,420	5,441	(0.4)%	44,991	44,486	1.1 %
Community Newspapers	19,780	19,645	0.7 %	167,083	161,811	3.3 %
<b>Advertising Revenues (000)</b>						
Richmond	\$10,928	\$10,511	4.0 %	\$91,025	\$87,432	4.1 %
Tampa	17,529	16,707	4.9 %	143,910	132,722	8.4 %
Winston-Salem	4,397	4,460	(1.4)%	36,281	36,091	0.5 %
Community Newspapers	15,941	15,805	0.9 %	133,510	127,885	4.4 %
<b>Broadcast Time Sales (gross) (000)</b>	\$32,924	\$43,468	(24.3)%	\$260,514	\$273,601	(4.8)%
Local	21,207	16,342	29.8 %	170,340	151,773	12.2 %
National	11,192	8,238	35.9 %	88,305	85,813	2.9 %
Political	525	18,888	(97.2)%	1,869	36,015	(94.8)%
<b>Selected Online Total Page Views</b>						
TBO.com (Tampa, Fla.)	24,127,164	16,438,000	46.8 %	195,128,946	201,013,905	(2.9)%
TimesDispatch.com (Richmond, Va.)	10,048,249	7,546,298	33.2 %	89,322,156	67,668,501	32.0 %
JournalNow.com (Winston-Salem, N.C.)	3,779,369	3,110,219	21.5 %	36,892,336	28,910,527	27.6 %

Notes: All data are subject to later adjustment.

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### Daily Newspapers Advertising Linage\*

	October			Year-to-Date		
	2005	2004	% Change	2005	2004	% Change
<b>RICHMOND TIMES-DISPATCH</b>						
Retail	37,880	41,398	(8.5)%	316,388	337,694	(6.3)%
National	12,117	12,401	(2.3)%	104,436	107,060	(2.5)%
Classified	84,724	90,835	(6.7)%	784,670	791,399	(0.9)%
Total	134,721	144,634	(6.9)%	1,205,494	1,236,153	(2.5)%
<b>TAMPA TRIBUNE</b>						
Retail	53,828	51,779	4.0 %	456,606	441,457	3.4 %
National	15,864	20,957	(24.3)%	154,088	150,485	2.4 %
Classified	159,574	161,855	(1.4)%	1,404,870	1,401,352	0.3 %
Total	229,266	234,591	(2.3)%	2,015,564	1,993,294	1.1 %
<b>WINSTON-SALEM JOURNAL</b>						
Retail	43,396	45,676	(5.0)%	364,319	382,662	(4.8)%
National	9,810	10,562	(7.1)%	86,971	83,601	4.0 %
Classified	70,535	70,277	0.4 %	633,228	626,785	1.0 %
Total	123,741	126,515	(2.2)%	1,084,518	1,093,048	(0.8)%
<b>COMMUNITY &amp; ASSOCIATES DAILIES</b>						
Retail	406,466	433,672	(6.3)%	3,353,375	3,374,151	(0.6)%
National	29,524	41,301	(28.5)%	291,585	298,886	(2.4)%
Classified	492,980	537,182	(8.2)%	4,578,397	4,737,845	(3.4)%
Total	928,970	1,012,155	(8.2)%	8,223,357	8,410,882	(2.2)%
<b>MEDIA GENERAL DAILIES TOTAL</b>						
Retail	541,570	572,525	(5.4)%	4,490,688	4,535,964	(1.0)%
National	67,315	85,221	(21.0)%	637,080	640,032	(0.5)%
Classified	807,813	860,149	(6.1)%	7,401,165	7,557,381	(2.1)%
Total	1,416,698	1,517,895	(6.7)%	12,528,933	12,733,377	(1.6)%

\* Advertising is in column inches - full run only