

## MEDIA GENERAL INC.

### Revenues and Page Views

|   | September  |            |          | Year-to-Date |             |          |
|---|------------|------------|----------|--------------|-------------|----------|
|   | 2005       | 2004       | % Change | 2005         | 2004        | % Change |
| <b>Revenues (000)</b>                     | \$71,389   | \$69,242   | 3.1 %    | \$672,447    | \$650,690   | 3.3 %    |
| Publishing                                | 45,740     | 43,865     | 4.3 %    | 431,993      | 413,893     | 4.4 %    |
| Broadcast                                 | 24,400     | 24,557     | (0.6)%   | 229,250      | 229,434     | (0.1)%   |
| Interactive Media                         | 1,658      | 1,104      | 50.2 %   | 14,726       | 10,010      | 47.1 %   |
| Eliminations                              | (409)      | (284)      | (44.0)%  | (3,522)      | (2,647)     | (33.1)%  |
| <b>Selected Publishing Revenues (000)</b> |            |            |          |              |             |          |
| <i><b>By Category</b></i>                 |            |            |          |              |             |          |
| Advertising                               | \$38,339   | \$36,105   | 6.2 %    | \$358,511    | \$338,203   | 6.0 %    |
| Classified                                | 16,750     | 15,046     | 11.3 %   | 158,636      | 145,718     | 8.9 %    |
| Retail                                    | 17,553     | 16,917     | 3.8 %    | 161,175      | 156,273     | 3.1 %    |
| National                                  | 3,366      | 3,515      | (4.2)%   | 33,177       | 30,921      | 7.3 %    |
| Other                                     | 670        | 627        | 6.9 %    | 5,523        | 5,291       | 4.4 %    |
| Circulation                               | 6,437      | 6,776      | (5.0)%   | 64,054       | 66,727      | (4.0)%   |
| <i><b>By Property</b></i>                 |            |            |          |              |             |          |
| Richmond                                  | 11,240     | 10,989     | 2.3 %    | 103,312      | 101,558     | 1.7 %    |
| Tampa                                     | 14,599     | 13,456     | 8.5 %    | 140,124      | 129,479     | 8.2 %    |
| Winston-Salem                             | 4,134      | 4,167      | (0.8)%   | 39,571       | 39,045      | 1.3 %    |
| Community Newspapers                      | 15,508     | 15,037     | 3.1 %    | 147,303      | 142,166     | 3.6 %    |
| <b>Advertising Revenues (000)</b>         |            |            |          |              |             |          |
| Richmond                                  | \$8,854    | \$8,458    | 4.7 %    | \$80,097     | \$76,920    | 4.1 %    |
| Tampa                                     | 13,314     | 12,143     | 9.6 %    | 126,381      | 116,014     | 8.9 %    |
| Winston-Salem                             | 3,338      | 3,402      | (1.9)%   | 31,885       | 31,630      | 0.8 %    |
| Community Newspapers                      | 12,419     | 11,891     | 4.4 %    | 117,568      | 112,080     | 4.9 %    |
| <b>Broadcast Time Sales (gross) (000)</b> | \$24,642   | \$25,044   | (1.6)%   | \$227,590    | \$230,133   | (1.1)%   |
| Local                                     | 16,055     | 13,829     | 16.1 %   | 149,133      | 135,431     | 10.1 %   |
| National                                  | 8,394      | 7,744      | 8.4 %    | 77,113       | 77,575      | (0.6)%   |
| Political                                 | 193        | 3,471      | (94.4)%  | 1,344        | 17,127      | (92.2)%  |
| <b>Selected Online Total Page Views</b>   |            |            |          |              |             |          |
| TBO.com<br>(Tampa, Fla.)                  | 18,624,758 | 45,810,809 | (59.3)%  | 171,001,782  | 184,575,905 | (7.4)%   |
| TimesDispatch.com<br>(Richmond, Va.)      | 9,587,938  | 7,983,756  | 20.1 %   | 79,273,877   | 60,122,203  | 31.9 %   |
| JournalNow.com<br>(Winston-Salem, N.C.)   | 3,788,167  | 3,051,994  | 24.1 %   | 33,112,967   | 25,800,308  | 28.3 %   |

Notes: All data are subject to later adjustment.

## MEDIA GENERAL INC.

### Daily Newspapers Advertising Linage\*

|                                    | September |           |          | Year-to-Date |            |          |
|------------------------------------|-----------|-----------|----------|--------------|------------|----------|
|                                    | 2005      | 2004      | % Change | 2005         | 2004       | % Change |
| <b>RICHMOND TIMES-DISPATCH</b>     |           |           |          |              |            |          |
| Retail                             | 32,664    | 33,789    | (3.3)%   | 278,508      | 296,296    | (6.0)%   |
| National                           | 9,822     | 10,431    | (5.8)%   | 92,319       | 94,659     | (2.5)%   |
| Classified                         | 72,737    | 74,673    | (2.6)%   | 699,946      | 700,564    | (0.1)%   |
| Total                              | 115,223   | 118,893   | (3.1)%   | 1,070,773    | 1,091,519  | (1.9)%   |
| <b>TAMPA TRIBUNE</b>               |           |           |          |              |            |          |
| Retail                             | 41,400    | 44,713    | (7.4)%   | 402,778      | 389,678    | 3.4 %    |
| National                           | 14,528    | 15,594    | (6.8)%   | 138,224      | 129,528    | 6.7 %    |
| Classified                         | 129,720   | 121,436   | 6.8 %    | 1,245,296    | 1,239,497  | 0.5 %    |
| Total                              | 185,648   | 181,743   | 2.1 %    | 1,786,298    | 1,758,703  | 1.6 %    |
| <b>WINSTON-SALEM JOURNAL</b>       |           |           |          |              |            |          |
| Retail                             | 33,647    | 37,827    | (11.1)%  | 320,923      | 336,986    | (4.8)%   |
| National                           | 5,845     | 6,731     | (13.2)%  | 77,161       | 73,039     | 5.6 %    |
| Classified                         | 56,669    | 56,906    | (0.4)%   | 562,693      | 556,508    | 1.1 %    |
| Total                              | 96,161    | 101,464   | (5.2)%   | 960,777      | 966,533    | (0.6)%   |
| <b>COMMUNITY DAILIES</b>           |           |           |          |              |            |          |
| Retail                             | 317,352   | 306,674   | 3.5 %    | 2,946,909    | 2,940,479  | 0.2 %    |
| National                           | 25,555    | 28,322    | (9.8)%   | 262,061      | 257,585    | 1.7 %    |
| Classified                         | 420,609   | 423,156   | (0.6)%   | 4,085,417    | 4,200,663  | (2.7)%   |
| Total                              | 763,516   | 758,152   | 0.7 %    | 7,294,387    | 7,398,727  | (1.4)%   |
| <b>MEDIA GENERAL DAILIES TOTAL</b> |           |           |          |              |            |          |
| Retail                             | 425,063   | 423,003   | 0.5 %    | 3,949,118    | 3,963,439  | (0.4)%   |
| National                           | 55,750    | 61,078    | (8.7)%   | 569,765      | 554,811    | 2.7 %    |
| Classified                         | 679,735   | 676,171   | 0.5 %    | 6,593,352    | 6,697,232  | (1.6)%   |
| Total                              | 1,160,548 | 1,160,252 | ---      | 11,112,235   | 11,215,482 | (0.9)%   |

\* Advertising is in column inches - full run only