

MEDIA GENERAL INC.
Revenues and Page Views

	July			Year-to-Date		
	2006	2005	% Change	2006	2005	% Change
Revenues (000)	\$ 86,630	\$ 76,734	12.9 %	\$ 534,131	\$ 508,313	5.1 %
Publishing	52,896	52,401	0.9 %	351,910	342,294	2.8 %
Broadcast	31,757	22,892	38.7 %	170,688	157,398	8.4 %
Interactive Media	2,616	1,882	39.0 %	15,332	11,305	35.6 %
Eliminations	(639)	(441)	(44.9)%	(3,799)	(2,684)	(41.5)%
Discontinued Operations ¹	3,560	3,569	(0.3)%	23,779	23,636	0.6 %
Selected Publishing Revenues (000)						
<i>By Category</i>						
Advertising	\$ 44,327	\$ 43,636	1.6 %	\$ 294,909	\$ 283,501	4.0 %
Classified	20,145	19,823	1.6 %	134,953	124,886	8.1 %
Retail	19,841	19,107	3.8 %	131,006	127,724	2.6 %
National	3,665	4,002	(8.4)%	24,615	26,691	(7.8)%
Other	676	704	(4.0)%	4,335	4,200	3.2 %
Circulation	7,290	7,776	(6.3)%	48,744	51,298	(5.0)%
<i>By Property</i>						
Richmond	12,264	12,040	1.9 %	82,422	81,612	1.0 %
Tampa	17,164	17,218	(0.3)%	118,360	111,645	6.0 %
Winston-Salem	4,861	4,681	3.8 %	31,654	31,359	0.9 %
Community Newspapers	18,424	18,291	0.7 %	118,287	116,450	1.6 %
Advertising Revenues (000) ²						
Richmond	\$ 9,581	\$ 9,219	3.9 %	\$ 64,750	\$ 63,051	2.7 %
Tampa	15,587	15,724	(0.9)%	107,196	100,492	6.7 %
Winston-Salem	3,896	3,721	4.7 %	25,332	25,284	0.2 %
Community Newspapers	14,887	14,615	1.9 %	95,121	92,836	2.5 %
Broadcast Time Sales (gross) (000)	\$ 32,718	\$ 22,472	45.6 %	\$ 173,037	\$ 155,369	11.4 %
Local	19,309	15,191	27.1 %	108,460	101,876	6.5 %
National	11,734	7,172	63.6 %	58,620	52,619	11.4 %
Political	1,675	109	---	5,957	874	---
Selected Online Total Page Views						
TBO.com (Tampa, Fla.)	18,614,117	22,274,736	(16.4)%	118,874,891	128,518,866	(7.5)%
TimesDispatch.com (Richmond, Va.)	10,131,187	8,947,770	13.2 %	75,799,412	59,488,998	27.4 %
JournalNow.com (Winston-Salem, N.C.)	3,278,469	3,858,028	(15.0)%	25,201,901	25,099,431	0.4 %

Note: All data are subject to later adjustment.

¹ Revenues from certain broadcast and interactive media operations that the Company is divesting.

² Amounts reflected included both daily and weekly newspapers.

MEDIA GENERAL INC.
Daily Newspapers Advertising Linage*

	July			Year-to-Date		
	2006	2005	% Change	2006	2005	% Change
Richmond Times-Dispatch						
Retail	32,286	29,390	9.9 %	224,037	219,089	2.3 %
National	9,295	9,780	(5.0)%	68,553	73,923	(7.3)%
Classified	80,199	85,241	(5.9)%	520,299	556,680	(6.5)%
Total	121,780	124,411	(2.1)%	812,889	849,692	(4.3)%
Tampa Tribune						
Retail	45,958	49,372	(6.9)%	318,103	325,210	(2.2)%
National	13,683	18,370	(25.5)%	93,872	110,086	(14.7)%
Classified	146,733	152,905	(4.0)%	1,006,232	987,226	1.9 %
Total	206,374	220,647	(6.5)%	1,418,207	1,422,522	(0.3)%
Winston-Salem Journal						
Retail	35,944	36,609	(1.8)%	256,023	255,035	0.4 %
National	7,564	9,154	(17.4)%	56,743	63,490	(10.6)%
Classified	67,273	70,007	(3.9)%	415,215	447,029	(7.1)%
Total	110,781	115,770	(4.3)%	727,981	765,554	(4.9)%
Community & Associates Dailies						
Retail	365,340	370,182	(1.3)%	2,408,168	2,324,217	3.6 %
National	26,290	34,246	(23.2)%	150,113	209,986	(28.5)%
Classified	524,526	532,718	(1.5)%	3,245,858	3,231,574	0.4 %
Total	916,156	937,146	(2.2)%	5,804,139	5,765,777	0.7 %
Media General Dailies Total						
Retail	479,528	485,553	(1.2)%	3,206,331	3,123,551	2.7 %
National	56,832	71,550	(20.6)%	369,281	457,485	(19.3)%
Classified	818,731	840,871	(2.6)%	5,187,604	5,222,509	(0.7)%
Total	1,355,091	1,397,974	(3.1)%	8,763,216	8,803,545	(0.5)%

* Advertising is in column inches - full run only