

MEDIA GENERAL INC.
Revenues and Page Views

	February			Year-to-Date		
	2006	2005	% Change	2006	2005	% Change
Revenues (000)	\$ 71,888	\$ 69,001	4.2 %	\$ 152,151	\$ 145,808	4.4 %
Publishing	46,151	45,794	0.8 %	99,597	96,975	2.7 %
Broadcast	24,296	22,127	9.8 %	49,511	46,541	6.4 %
Interactive Media	1,954	1,437	36.0 %	4,053	2,985	35.8 %
Eliminations	(513)	(357)	(43.7)%	(1,010)	(693)	(45.7)%
Selected Publishing Revenues (000)						
<i>By Category</i>						
Advertising	\$ 38,575	\$ 37,934	1.7 %	\$ 82,765	\$ 79,594	4.0 %
Classified	17,991	16,466	9.3 %	38,266	35,118	9.0 %
Retail	17,089	17,198	(0.6)%	35,658	35,020	1.8 %
National	2,972	3,804	(21.9)%	7,691	8,359	(8.0)%
Other	523	466	12.2 %	1,150	1,097	4.8 %
Circulation	6,567	6,890	(4.7)%	14,677	15,384	(4.6)%
<i>By Property</i>						
Richmond	10,736	10,909	(1.6)%	23,173	23,393	(0.9)%
Tampa	15,896	15,342	3.6 %	35,145	32,317	8.8 %
Winston-Salem	4,015	4,087	(1.8)%	8,687	8,793	(1.2)%
Community Newspapers	15,392	15,324	0.4 %	32,327	32,099	0.7 %
Advertising Revenues (Dailies) (000)						
Richmond	\$ 8,437	\$ 8,467	(0.4)%	\$ 17,995	\$ 17,933	0.3 %
Tampa	14,332	13,774	4.1 %	31,650	28,982	9.2 %
Winston-Salem	3,226	3,312	(2.6)%	6,919	7,059	(2.0)%
Community Newspapers	12,313	12,259	0.4 %	25,616	25,310	1.2 %
Broadcast Time Sales (gross) (000)	\$ 24,816	\$ 21,633	14.7 %	\$ 50,075	\$ 45,241	10.7 %
Local	16,112	14,640	10.1 %	32,376	29,866	8.4 %
National	8,565	6,949	23.3 %	17,520	15,303	14.5 %
Political	139	44	215.9 %	179	72	148.6 %
Selected Online Total Page Views						
TBO.com (Tampa, Fla.)	15,993,282	15,290,654	4.6 %	33,363,168	32,230,537	3.5 %
TimesDispatch.com (Richmond, Va.)	10,703,988	8,285,803	29.2 %	24,349,516	16,824,500	44.7 %
JournalNow.com (Winston-Salem, N.C.)	3,732,994	3,329,640	12.1 %	7,821,302	6,876,784	13.7 %

Notes: All data are subject to later adjustment.

MEDIA GENERAL INC.

Daily Newspapers Advertising Linage*

	February			Year-to-Date		
	2006	2005	% Change	2006	2005	% Change
Richmond Times-Dispatch						
Retail	28,949	29,410	(1.6)%	60,052	63,137	(4.9)%
National	9,025	10,739	(16.0)%	20,758	24,036	(13.6)%
Classified	68,667	71,441	(3.9)%	146,062	155,326	(6.0)%
Total	106,641	111,590	(4.4)%	226,872	242,499	(6.4)%
Tampa Tribune						
Retail	41,887	42,023	(0.3)%	90,881	88,746	2.4 %
National	10,040	17,471	(42.5)%	29,345	33,377	(12.1)%
Classified	137,169	130,153	5.4 %	298,639	287,024	4.0 %
Total	189,096	189,647	(0.3)%	418,865	409,147	2.4 %
Winston-Salem Journal						
Retail	33,261	30,593	8.7 %	67,579	61,595	9.7 %
National	6,496	8,899	(27.0)%	16,775	17,411	(3.7)%
Classified	53,703	57,129	(6.0)%	118,967	128,321	(7.3)%
Total	93,460	96,621	(3.3)%	203,321	207,327	(1.9)%
Community & Associates Dailies						
Retail	302,052	303,013	(0.3)%	649,092	618,619	4.9 %
National	17,705	32,441	(45.4)%	42,241	65,754	(35.8)%
Classified	409,346	420,013	(2.5)%	880,537	900,411	(2.2)%
Total	729,103	755,467	(3.5)%	1,571,870	1,584,784	(0.8)%
Media General Dailies Total						
Retail	406,149	405,039	0.3 %	867,604	832,097	4.3 %
National	43,266	69,550	(37.8)%	109,119	140,578	(22.4)%
Classified	668,885	678,736	(1.5)%	1,444,205	1,471,082	(1.8)%
Total	1,118,300	1,153,325	(3.0)%	2,420,928	2,443,757	(0.9)%

* Advertising is in column inches - full run only