

MEDIA GENERAL INC.

Revenues and Page Views

	October			Year-to-Date		
	2006	2005	% Change	2006	2005	% Change
Revenues (000)	\$ 110,161	\$ 88,217	24.9 %	\$ 798,654	\$ 730,698	9.3 %
Publishing	57,782	58,596	(1.4)%	497,710	490,589	1.5 %
Broadcast	50,219	27,823	80.5 %	283,612	227,127	24.9 %
Interactive Media	2,800	2,293	22.1 %	22,839	16,964	34.6 %
Eliminations	(640)	(495)	(29.3)%	(5,507)	(3,982)	(38.3)%
Discontinued Operations ¹	1,565	4,350	(64.0)%	32,078	34,316	(6.5)%
Selected Publishing Revenues (000)						
<i>By Category</i>						
Advertising	\$ 48,936	\$ 49,233	(0.6)%	\$ 417,956	\$ 407,744	2.5 %
Classified	21,283	21,592	(1.4)%	189,278	180,228	5.0 %
Retail	23,013	22,488	2.3 %	187,666	183,663	2.2 %
National	3,845	4,367	(12.0)%	34,612	37,544	(7.8)%
Other	795	786	1.1 %	6,400	6,309	1.4 %
Circulation	7,508	8,048	(6.7)%	68,205	72,102	(5.4)%
<i>By Property</i>						
Richmond	14,053	13,875	1.3 %	117,645	117,187	0.4 %
Tampa	18,121	19,284	(6.0)%	164,268	159,408	3.0 %
Winston-Salem	5,279	5,420	(2.6)%	45,222	44,991	0.5 %
Community Newspapers	19,982	19,780	1.0 %	168,641	167,083	0.9 %
Advertising Revenues (000) ²						
Richmond	\$ 11,285	\$ 10,928	3.3 %	\$ 92,889	\$ 91,025	2.0 %
Tampa	16,543	17,529	(5.6)%	149,045	143,910	3.6 %
Winston-Salem	4,257	4,397	(3.2)%	36,229	36,281	(0.1)%
Community Newspapers	16,319	15,941	2.4 %	135,970	133,510	1.8 %
Broadcast Time Sales (gross) (000)	\$ 55,421	\$ 28,324	95.7 %	\$ 294,075	\$ 224,800	30.8 %
Local	22,180	18,275	21.4 %	165,984	147,359	12.6 %
National	12,508	9,553	30.9 %	91,574	75,737	20.9 %
Political	20,733	496	---	36,517	1,704	---
Selected Online Total Page Views						
TBO.com (Tampa, Fla.)	16,007,023	24,127,164	(33.7)%	176,895,317	195,128,946	(9.3)%
TimesDispatch.com (Richmond, Va.)	10,408,039	10,048,248	3.6 %	106,767,338	89,322,156	19.5 %
JournalNow.com (Winston-Salem, N.C.)	3,925,953	3,779,369	3.9 %	36,691,493	36,892,336	(0.5)%

Notes All data are subject to later adjustment.

¹ Revenues from certain broadcast and interactive media operations that the Company has divested.

² Amounts reflected included both daily and weekly newspapers.

MEDIA GENERAL INC.
Daily Newspapers Advertising Linage*

	October			Year-to-Date		
	2006	2005	% Change	2006	2005	% Change
Richmond Times-Dispatch						
Retail	38,002	37,880	0.3 %	320,151	316,388	1.2 %
National	10,773	12,117	(11.1)%	95,361	104,436	(8.7)%
Classified	81,727	84,724	(3.5)%	730,800	784,670	(6.9)%
Total	130,502	134,721	(3.1)%	1,146,312	1,205,494	(4.9)%
Tampa Tribune						
Retail	53,943	53,828	0.2 %	448,128	456,606	(1.9)%
National	12,775	15,864	(19.5)%	127,272	154,088	(17.4)%
Classified	145,012	159,574	(9.1)%	1,377,989	1,404,870	(1.9)%
Total	211,730	229,266	(7.6)%	1,953,389	2,015,564	(3.1)%
Winston-Salem Journal						
Retail	42,182	43,396	(2.8)%	361,250	364,319	(0.8)%
National	10,327	9,810	5.3 %	80,680	86,971	(7.2)%
Classified	70,064	70,535	(0.7)%	589,751	633,228	(6.9)%
Total	122,573	123,741	(0.9)%	1,031,681	1,084,518	(4.9)%
Community Dailies						
Retail	438,222	406,466	7.8 %	3,421,260	3,353,375	2.0 %
National	30,719	29,524	4.0 %	208,284	291,585	(28.6)%
Classified	534,867	492,980	8.5 %	4,602,354	4,578,397	0.5 %
Total	1,003,808	928,970	8.1 %	8,231,898	8,223,357	0.1 %
Media General Dailies Total						
Retail	572,349	541,570	5.7 %	4,550,789	4,490,688	1.3 %
National	64,594	67,315	(4.0)%	511,597	637,080	(19.7)%
Classified	831,670	807,813	3.0 %	7,300,894	7,401,165	(1.4)%
Total	1,468,613	1,416,698	3.7 %	12,363,280	12,528,933	(1.3)%

* Advertising is in column inches - full run only