

MEDIA GENERAL INC.
Revenues and Page Views

	August			Year-to-Date		
	2006	2005	% Change	2006	2005	% Change
Revenues (000)	\$ 74,863	\$ 66,071	13.3 %	\$ 608,994	\$ 574,384	6.0 %
Publishing	43,585	43,959	(0.9)%	395,495	386,253	2.4 %
Broadcast	29,499	20,796	41.8 %	200,187	178,193	12.3 %
Interactive Media	2,301	1,714	34.2 %	17,633	13,019	35.4 %
Eliminations	(522)	(398)	(31.2)%	(4,321)	(3,081)	(40.2)%
Discontinued Operations ¹	3,102	3,038	2.1 %	26,881	26,674	0.8 %
Selected Publishing Revenues (000)						
<i>By Category</i>						
Advertising	\$ 36,698	\$ 36,671	0.1 %	\$ 331,607	\$ 320,173	3.6 %
Classified	16,577	17,000	(2.5)%	151,530	141,887	6.8 %
Retail	16,424	15,898	3.3 %	147,430	143,622	2.7 %
National	3,063	3,120	(1.8)%	27,678	29,811	(7.2)%
Other	634	653	(2.9)%	4,969	4,853	2.4 %
Circulation	5,893	6,318	(6.7)%	54,637	57,617	(5.2)%
<i>By Property</i>						
Richmond	10,529	10,460	0.7 %	92,951	92,072	1.0 %
Tampa	13,638	13,880	(1.7)%	131,998	125,525	5.2 %
Winston-Salem	4,087	4,078	0.2 %	35,741	35,437	0.9 %
Community Newspapers	15,135	15,345	(1.4)%	133,422	131,795	1.2 %
Advertising Revenues (000) ²						
Richmond	\$ 8,391	\$ 8,193	2.4 %	\$ 73,141	\$ 71,244	2.7 %
Tampa	12,406	12,575	(1.3)%	119,602	113,067	5.8 %
Winston-Salem	3,267	3,263	0.1 %	28,599	28,546	0.2 %
Community Newspapers	12,252	12,313	(0.5)%	107,374	105,149	2.1 %
Broadcast Time Sales (gross) (000)	\$ 30,588	\$ 19,958	53.3 %	\$ 203,625	\$ 175,327	16.1 %
Local	17,121	13,382	27.9 %	125,581	115,258	9.0 %
National	10,464	6,434	62.6 %	69,084	59,053	17.0 %
Political	3,003	142	---	8,960	1,016	---
Selected Online Total Page Views						
TBO.com (Tampa, Fla.)	23,521,415	23,858,158	(1.4)%	142,396,306	152,377,024	(6.6)%
TimesDispatch.com (Richmond, Va.)	10,736,044	10,196,941	5.3 %	86,535,456	69,685,939	24.2 %
JournalNow.com (Winston-Salem, N.C.)	3,806,308	4,225,369	(9.9)%	29,008,209	29,324,800	(1.1)%

Notes: 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*

	August			Year-to-Date		
	2006	2005	% Change	2006	2005	% Change
Richmond Times-Dispatch						
Retail	28,126	26,755	5.1 %	252,163	245,844	2.6 %
National	7,932	8,574	(7.5)%	76,485	82,497	(7.3)%
Classified	65,838	70,529	(6.7)%	586,137	627,209	(6.5)%
Total	101,896	105,858	(3.7)%	914,785	955,550	(4.3)%
Tampa Tribune						
Retail	37,045	36,168	2.4 %	355,148	361,378	(1.7)%
National	11,077	13,610	(18.6)%	104,949	123,696	(15.2)%
Classified	112,830	128,350	(12.1)%	1,119,062	1,115,576	0.3 %
Total	160,952	178,128	(9.6)%	1,579,159	1,600,650	(1.3)%
Winston-Salem Journal						
Retail	28,980	32,241	(10.1)%	285,003	287,276	(0.8)%
National	6,500	7,826	(16.9)%	63,243	71,316	(11.3)%
Classified	52,321	58,995	(11.3)%	467,536	506,024	(7.6)%
Total	87,801	99,062	(11.4)%	815,782	864,616	(5.6)%
Community & Associates Dailies						
Retail	288,023	305,340	(5.7)%	2,696,191	2,629,557	2.5 %
National	16,859	26,520	(36.4)%	160,234	236,506	(32.2)%
Classified	439,387	433,234	1.4 %	3,685,245	3,664,807	0.6 %
Total	744,269	765,094	(2.7)%	6,541,670	6,530,870	0.2 %
Media General Dailies Total						
Retail	382,174	400,504	(4.6)%	3,588,505	3,524,055	1.8 %
National	42,368	56,530	(25.1)%	404,911	514,015	(21.2)%
Classified	670,376	691,108	(3.0)%	5,857,980	5,913,616	(0.9)%
Total	1,094,918	1,148,142	(4.6)%	9,851,396	9,951,686	(1.0)%

* Advertising is in column inches - full run only