

MEDIA GENERAL, INC.
Revenues and Page Views

	July			Year-to-Date		
	2007	2006	% Change	2007	2006	% Change
Revenues (000)	\$ 83,757	\$ 86,630	(3.3)%	\$ 555,299	\$ 534,131	4.0 %
Publishing	49,307	52,896	(6.8)%	325,430	351,910	(7.5)%
Broadcast	31,498	31,766	(0.8)%	212,871	170,697	24.7 %
Interactive Media	3,581	2,607	37.4 %	21,038	15,323	37.3 %
Eliminations	(629)	(639)	1.6 %	(4,040)	(3,799)	(6.3)%
Discontinued Operations ¹	-	3,560	---	-	23,779	---
Selected Publishing Revenues (000)						
<i>By Category</i>						
Advertising	\$ 40,562	\$ 44,328	(8.5)%	\$ 269,037	\$ 294,909	(8.8)%
Classified	17,262	20,146	(14.3)%	114,619	134,953	(15.1)%
Retail	19,533	19,842	(1.6)%	127,842	131,006	(2.4)%
National	3,238	3,665	(11.7)%	23,016	24,615	(6.5)%
Other	529	675	(21.6)%	3,560	4,335	(17.9)%
Circulation	7,307	7,290	0.2 %	46,993	48,744	(3.6)%
<i>By Property</i>						
Richmond	12,779	12,264	4.2 %	81,151	82,422	(1.5)%
Tampa	13,809	17,164	(19.5)%	97,984	118,360	(17.2)%
Winston-Salem	4,465	4,861	(8.1)%	29,864	31,654	(5.7)%
Community Newspapers	18,017	18,424	(2.2)%	115,203	118,287	(2.6)%
Advertising Revenues (000)						
Richmond	\$ 10,088	\$ 9,581	5.3 %	\$ 64,601	\$ 64,750	(0.2)%
Tampa	11,947	15,587	(23.4)%	85,183	107,196	(20.5)%
Winston-Salem	3,479	3,896	(10.7)%	23,492	25,332	(7.3)%
Community Newspapers	14,893	15,112	(1.4)%	94,706	96,516	(1.9)%
Broadcast Time Sales (gross) (000)	\$ 32,088	\$ 32,718	(1.9)%	\$ 220,608	\$ 173,037	27.5 %
Local	19,718	19,309	2.1 %	137,332	108,460	26.6 %
National	11,824	11,734	0.8 %	81,019	58,620	38.2 %
Political	546	1,675	(67.4)%	2,257	5,957	(62.1)%
Selected Online Total Page Views						
Total Web Sites ² (Excluding Game Sites)	58,442,709	51,267,101	14.0 %	350,655,229	323,081,351	8.5 %
TBO.com (Tampa, Fla.)	24,299,131	20,177,157	20.4 %	130,955,915	118,530,001	10.5 %
inRich/TimesDispatch.com (Richmond, Va.)	10,581,370	11,994,511	(11.8)%	74,127,486	80,364,946	(7.8)%
JournalNow.com (Winston-Salem, N.C.)	4,674,800	3,716,210	25.8 %	27,454,476	25,516,818	7.6 %

Notes: All data are subject to later adjustment.

¹ Revenues from certain broadcast and interactive media operations that the Company divested in 2006.

² Web site page views exclude four NBC sites purchased in 2006 that were previously hosted by a third party.

MEDIA GENERAL, INC
Daily Newspapers Advertising Linage*

	July			Year-to-Date		
	2007	2006	% Change	2007	2006	% Change
Richmond Times-Dispatch						
Retail	33,699	32,286	4.4 %	215,950	224,037	(3.6)%
National	10,577	9,295	13.8 %	66,012	68,553	(3.7)%
Classified	78,754	80,199	(1.8)%	492,170	520,299	(5.4)%
Total	123,030	121,780	1.0 %	774,132	812,889	(4.8)%
The Tampa Tribune						
Retail	40,801	45,958	(11.2)%	301,638	318,103	(5.2)%
National	8,975	13,683	(34.4)%	67,509	93,872	(28.1)%
Classified	107,554	146,733	(26.7)%	692,008	1,006,232	(31.2)%
Total	157,330	206,374	(23.8)%	1,061,155	1,418,207	(25.2)%
Winston-Salem Journal						
Retail	30,715	35,944	(14.5)%	208,699	256,023	(18.5)%
National	7,562	7,564	(0.0)%	54,218	56,743	(4.4)%
Classified	62,382	67,273	(7.3)%	363,427	415,215	(12.5)%
Total	100,659	110,781	(9.1)%	626,344	727,981	(14.0)%
Community Dailies						
Retail	359,721	365,340	(1.5)%	2,323,579	2,408,168	(3.5)%
National	17,481	19,553	(10.6)%	132,768	143,375	(7.4)%
Classified	496,882	524,526	(5.3)%	3,063,857	3,245,858	(5.6)%
Total	874,084	909,419	(3.9)%	5,520,204	5,797,401	(4.8)%
Media General Dailies Total						
Retail	464,936	479,528	(3.0)%	3,049,866	3,206,331	(4.9)%
National	44,595	50,095	(11.0)%	320,507	362,543	(11.6)%
Classified	745,572	818,731	(8.9)%	4,611,462	5,187,604	(11.1)%
Total	1,255,103	1,348,354	(6.9)%	7,981,835	8,756,478	(8.8)%

* Advertising is in column inches - full run only