



**FOR IMMEDIATE RELEASE**  
**Monday, August 20, 2007**

## **Media General Reports July 2007 Revenues**

**RICHMOND, Va.** – Media General, Inc. (NYSE: MEG) today reported July 2007 total revenues of \$83.8 million, a 3.3 percent decrease from July 2006. By business segment, Publishing Division total revenues decreased 6.8 percent, Broadcast Division total revenues decreased less than 1 percent, and Interactive Media Division total revenues rose 37.4 percent.

“Media General’s July results mostly reflected continued weak advertiser spending in our Tampa, Florida, market and lower Political revenues in our Broadcast Division,” said Marshall N. Morton, president and chief executive officer. “Publishing Division revenues, while disappointing overall and continuing to reflect difficulties in our Florida markets, showed some positive signs in the month. Our Richmond, Northern Virginia, Southwest Virginia and Alabama markets all generated year-over-year growth.

“Our Interactive Media Division generated strong growth in the month, despite soft Classified advertising. We benefited from significantly increased revenues in our advergaming business, increased spending by Local and National/Regional advertisers and employment Classified revenues from our Yahoo!HotJobs partnership.”

### **Publishing Division**

Newspaper advertising revenues in July declined \$3.8 million, or 8.5 percent, driven by continued weakness in Tampa.

Classified advertising revenues decreased \$2.9 million, or 14.3 percent, mostly due to Tampa’s impact. The Tampa Tribune and its associated newspapers fell below last year by 31.9 percent, primarily the result of lower real estate and employment Classified advertising. The Richmond market, which includes the Richmond Times-Dispatch and its associated weekly and specialty newspapers, generated a 3.4 percent increase in Classified revenues, due to higher real estate advertising. The Winston-Salem market reported a decline of 13.4 percent, as automotive advertising revenues were down sharply. The Community newspaper markets decreased 3.9 percent.

Retail advertising revenues decreased \$310,000, or 1.6 percent, primarily attributable to a 5.5 percent decline in the Tampa market. In the Richmond market, Retail revenues increased 8 percent, as the result of the benefit of this year’s Discover Richmond special section, the addition of a new hyper-local weekly newspaper, and strength in the grocery store, entertainment and medical advertising categories. The Winston-Salem market declined 8.6 percent, due to lower spending in most major categories. Retail revenues in the Community newspaper group markets decreased 1.1 percent.

National revenues decreased \$430,000, or 11.7 percent, mostly reflecting a 26.5 percent decline in Tampa, the result of lower spending in virtually all major National advertising categories. The Richmond market generated an increase of 14.1 percent, primarily due to higher telecommunications advertising, and the Winston-Salem market was even with last year.

Circulation revenues were up nominally, the result of rate increases at the metro newspaper markets partially offset by Daily and Sunday net-paid circulation declines for the month. All Media General markets have cycled through a change in wholesale rates to carriers as of June 30, 2007.

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## **Broadcast Division**

In the Broadcast Division, gross time sales decreased \$630,000, or 1.9 percent, mostly due to lower Political spending in this off-election year, but also reflecting soft transactional sales, particularly in the automotive category.

Local time sales increased \$410,000, or 2.1 percent, primarily due to higher spending in the fast food and services categories, partially offset by lower automotive and furniture advertising. National time sales rose just under 1 percent, as a result of higher spending in the financial and telecommunications categories.

Political revenues of \$545,000 compared to \$1.7 million last July, and represented early campaign spending from gubernatorial and lieutenant governor races in Louisiana and Mississippi and issue advertising in Florida, Ohio, Georgia and South Carolina.

## **Interactive Media Division**

Interactive Media Division revenues increased 37.4 percent, as a result of significantly higher revenues from advergames and increased spending by Local and National/Regional advertisers. Classified revenues decreased 6.2 percent, reflecting the overall softness in newspaper Classified advertising, partially offset by revenues from the Yahoo!HotJobs employment initiative.

Local online revenues rose 32.3 percent over last year, reflecting a focus on direct sales and increased staffing. National/Regional advertising increased 40.8 percent, primarily the result of a higher volume from national agencies. Page views and visitor sessions both increased 14 percent, excluding the new NBC station Web sites.

## **About Media General**

Media General is a multimedia company operating leading newspapers, television stations and online enterprises primarily in the Southeastern United States. The company's publishing assets include three metropolitan newspapers, The Tampa Tribune, Richmond Times-Dispatch, and Winston-Salem Journal; 22 daily community newspapers in Virginia, North Carolina, Florida, Alabama and South Carolina; and more than 150 weekly newspapers and other publications. The company's broadcasting assets include 23 network-affiliated television stations that reach more than 32 percent of the television households in the Southeast and nearly 9.5 percent of those in the United States. The company's interactive media assets include more than 75 online enterprises that are associated with its newspapers and television stations. Media General also owns a 33 percent interest in SP Newsprint Company, a manufacturer of recycled newsprint.

### **Investor Contact:**

Lou Anne J. Nabhan  
(804) 649-6103

### **Media Contact:**

Ray Kozakewicz  
(804) 649-6748

**MEDIA GENERAL, INC.**  
**Revenues and Page Views**

	July			Year-to-Date		
	2007	2006	% Change	2007	2006	% Change
<b>Revenues (000)</b>	\$ 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 <sup>1</sup>	-	3,560	---	-	23,779	---
<b>Selected Publishing Revenues (000)</b>						
<i><b>By Category</b></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><b>By Property</b></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)%
<b>Advertising Revenues (000)</b>						
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)%
<b>Broadcast Time Sales (gross) (000)</b>	\$ 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)%
<b>Selected Online Total Page Views</b>						
Total Web Sites <sup>2</sup> (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.

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

<sup>2</sup> 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
<b>Richmond Times-Dispatch</b>						
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)%
<b>The Tampa Tribune</b>						
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)%
<b>Winston-Salem Journal</b>						
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)%
<b>Community Dailies</b>						
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)%
<b>Media General Dailies Total</b>						
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