

MEDIA GENERAL, INC.
Revenues and Page Views

	November			Year-to-Date		
	2007	2006	% Change	2007	2006	% Change
Revenues (000)	\$ 80,269	\$ 91,724	(12.5)%	\$ 879,215	\$ 890,378	(1.3)%
Publishing	44,561	48,915	(8.9)%	504,732	546,625	(7.7)%
Broadcast	33,338	41,113	(18.9)%	347,402	324,724	7.0 %
Interactive Media	3,019	2,240	34.8 %	33,703	25,079	34.4 %
Eliminations	(649)	(544)	(19.3)%	(6,622)	(6,050)	(9.5)%
Discontinued Operations ¹	-	-	-	-	32,078	-
Selected Publishing Revenues (000)						
<i>By Category</i>						
Advertising	\$ 37,147	\$ 41,627	(10.8)%	\$ 417,669	\$ 459,585	(9.1)%
Classified	11,564	15,226	(24.1)%	170,274	204,505	(16.7)%
Retail	21,999	22,547	(2.4)%	206,129	210,213	(1.9)%
National	3,092	3,328	(7.1)%	35,467	37,940	(6.5)%
Other	492	526	(6.5)%	5,799	6,927	(16.3)%
Circulation	6,037	6,131	(1.5)%	72,247	74,335	(2.8)%
<i>By Property</i>						
Richmond	10,971	11,409	(3.8)%	126,457	129,054	(2.0)%
Tampa	12,702	15,804	(19.6)%	147,586	180,072	(18.0)%
Winston-Salem	4,587	4,777	(4.0)%	47,522	49,999	(5.0)%
Community Newspapers	16,004	16,752	(4.5)%	180,875	185,393	(2.4)%
Advertising Revenues (000)						
Richmond	\$ 8,780	\$ 9,187	(4.4)%	\$ 100,683	\$ 102,076	(1.4)%
Tampa	10,975	14,325	(23.4)%	127,865	163,370	(21.7)%
Winston-Salem	3,760	3,967	(5.2)%	37,770	40,196	(6.0)%
Community Newspapers	13,391	13,981	(4.2)%	149,314	151,978	(1.8)%
Broadcast Time Sales (gross) (000)	\$ 35,520	\$ 43,501	(18.3)%	\$ 361,656	\$ 337,576	7.1 %
Local	21,699	19,418	11.7 %	221,261	185,402	19.3 %
National	12,465	10,908	14.3 %	131,571	102,482	28.4 %
Political	1,356	13,175	(89.7)%	8,824	49,692	(82.2)%
Selected Online Total Page Views						
Total Web Sites ² (Excluding Game Sites)	43,548,646	40,938,923	6.4 %	549,432,521	507,862,961	8.2 %
TBO.com (Tampa, Fla.)	15,549,992	13,733,854	13.2 %	207,733,039	189,049,009	9.9 %
inRich/TimesDispatch.com (Richmond, Va.)	7,960,641	10,195,035	(21.9)%	109,410,747	122,754,440	(10.9)%
JournalNow.com (Winston-Salem, N.C.)	3,211,221	3,385,682	(5.2)%	41,757,963	40,140,113	4.0 %

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*

	November			Year-to Date		
	2007	2006	% Change	2007	2006	% Change
Richmond Times-Dispatch						
Retail	32,670	32,980	(0.9)%	344,067	353,131	(2.6)%
National	10,004	8,847	13.1 %	104,789	104,208	0.6 %
Classified	60,275	59,762	0.9 %	771,030	790,562	(2.5)%
Total	102,949	101,589	1.3 %	1,219,886	1,247,901	(2.2)%
The Tampa Tribune						
Retail	47,227	53,572	(11.8)%	461,819	501,700	(7.9)%
National	7,631	10,234	(25.4)%	98,335	137,506	(28.5)%
Classified	67,374	110,336	(38.9)%	1,014,130	1,488,325	(31.9)%
Total	122,232	174,142	(29.8)%	1,574,284	2,127,531	(26.0)%
Winston-Salem Journal						
Retail	31,639	39,126	(19.1)%	331,582	400,376	(17.2)%
National	7,294	7,387	(1.3)%	84,297	88,067	(4.3)%
Classified	43,648	48,298	(9.6)%	555,300	638,049	(13.0)%
Total	82,581	94,811	(12.9)%	971,179	1,126,492	(13.8)%
Community Dailies						
Retail	339,735	370,104	(8.2)%	3,663,435	3,791,364	(3.4)%
National	19,982	22,963	(13.0)%	207,946	231,247	(10.1)%
Classified	346,157	369,676	(6.4)%	4,644,735	4,972,030	(6.6)%
Total	705,874	762,743	(7.5)%	8,516,116	8,994,641	(5.3)%
Media General Dailies Total						
Retail	451,271	495,782	(9.0)%	4,800,903	5,046,571	(4.9)%
National	44,911	49,431	(9.1)%	495,367	561,028	(11.7)%
Classified	517,454	588,072	(12.0)%	6,985,195	7,888,966	(11.5)%
Total	1,013,636	1,133,285	(10.6)%	12,281,465	13,496,565	(9.0)%

* Advertising is in column inches - full run only