



FOR IMMEDIATE RELEASE
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Media General Reports November 2007 Revenues

RICHMOND, Va. – Heavily impacted by an \$11.8 million reduction in Political revenues from last year, Media General, Inc. (NYSE: MEG) today reported November 2007 total revenues of \$80.3 million, a decrease of \$11.5 million, or 12.5 percent, from November 2006. By business segment, Publishing Division revenues decreased 8.9 percent, as a result of continued weakness in Classified advertising; Broadcast Division revenues decreased 18.9 percent, due to the lower Political advertising in this off-election year; and Interactive Media Division revenues rose 34.8 percent.

“The near \$12 million decrease in Political revenues at our television stations, partially offset by double-digit increases in Local and National time sales, was the primary cause of our November revenues decline,” said Marshall N. Morton, president and chief executive officer. “With the addition of four new NBC stations in 2006, we generated \$13.2 million in Political advertising last November compared with \$1.4 million this year, which was generated by spending from Presidential campaigns in South Carolina and Florida, state and local government races in a majority of our markets, and issue spending in a number of states.

“Our Publishing and Interactive Media Division results reflected lower Classified advertising in most markets, particularly in Tampa. Florida’s deep recession continues to challenge our Tampa operations and accounted for the majority of the decline in Publishing revenues,” Mr. Morton said.

“Increased Interactive Media Division revenues were due to higher advertising spending in the Local and National/Regional categories as well as strong revenue growth in our advergames business and these results helped offset the weak Classified advertising. Page views and visitor sessions in November each increased more than 6 percent from last year,” Mr. Morton said.

Publishing Division

Newspaper advertising revenues in November decreased \$4.5 million, or 10.8 percent; most of the decline was attributable to the Tampa market where Classified revenues dropped more than 45 percent.

Due mostly to that drop in Tampa, Classified advertising revenues decreased \$3.7 million, or 24.1 percent. Classified revenues in the Richmond market declined 8.5 percent, and all three major categories were lower. The Winston-Salem market saw an 8.3 percent reduction, reflecting lower automotive and real estate revenues, partially offset by higher employment spending due in part to higher rates. The Community newspaper markets decreased 10.9 percent.

For the company’s three metro markets, real estate revenues were down 36.1 percent, employment revenues decreased 25.9 percent, and automotive revenues declined 32.5 percent.

Retail advertising revenues declined by \$550,000, or 2.4 percent, although Thanksgiving-holiday preprint revenues were higher this year than last year, because some advertisers shifted their spending from ROP to preprints. The Tampa Tribune and its associated newspapers reported a 3.6 percent decrease, primarily due to lower spending in the home improvement and home furnishings categories. The Richmond Times-Dispatch and its associated weekly newspapers experienced a nominal decrease, reflecting a decline in medical advertising offset in part by revenues from a new weekly newspaper. In Winston-Salem, Retail revenues were down 3.5 percent, as lower spending in the political and home improvement categories was partially offset by higher medical advertising. The Community newspaper group saw a 2.5 percent decrease.

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National revenues decreased \$240,000, or 7.1 percent. The Richmond market generated a 7.6 percent increase, primarily the result of higher spending in the telecommunications category and increased preprint revenues, but that was more than offset by the Tampa market, which declined 21.2 percent, due to lower advertising in most major advertising categories. National revenues in Winston-Salem decreased 3.5 percent, reflecting lower spending by telecommunications advertisers.

Circulation revenues were down \$90,000, or 1.5 percent, as Daily and Sunday net-paid circulation declines for the month were partially offset by rate increases at the metro newspapers. Four Media General newspapers generated increases in net-paid Daily Circulation, and three did so for Sunday.

Broadcast Division

In the Broadcast Division, gross time sales decreased \$8 million, or 18.3 percent, mostly due to the impact of lower Political spending in this off-election year.

Local time sales increased \$2.3 million, or 11.7 percent, primarily from higher spending in the automotive, grocery store and the services categories, partially offset by lower furniture store and telecommunications advertising.

National time sales rose \$1.6 million, or 14.3 percent, as a result of increased advertising in the automotive, telecommunications and financial categories.

Interactive Media Division

Interactive Media Division revenues increased 34.8 percent, due to significantly higher revenues from the advergames business, solid growth in National/Regional and Local advertising and revenues from the Yahoo!HotJobs employment Classified partnership. Revenues from Yahoo!HotJobs also helped mitigate overall softness in Classified revenues, which declined 13.1 percent.

Local online revenues grew 42.5 percent over November 2006, reflecting continued focus on direct sales. National/Regional advertising increased 40.6 percent, resulting from higher spending by national agencies. Advergames revenues more than tripled from last year.

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.

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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