

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

	June			Year-to-Date		
	2007	2006	% Change	2007	2006	% Change
<b>Revenues (000)</b>	\$ 72,460	\$ 70,068	3.4 %	\$ 471,542	\$ 447,501	5.4 %
Publishing	40,546	45,109	(10.1)%	276,123	299,014	(7.7)%
Broadcast	29,178	23,374	24.8 %	181,373	138,931	30.5 %
Interactive Media	3,244	2,041	58.9 %	17,457	12,716	37.3 %
Eliminations	(508)	(456)	(11.4)%	(3,411)	(3,160)	(7.9)%
Discontinued Operations <sup>1</sup>	-	3,535	---	-	20,219	---
<b>Selected Publishing Revenues (000)</b>						
<i><b>By Category</b></i>						
Advertising	\$ 33,543	\$ 37,967	(11.7)%	\$ 228,475	\$ 250,580	(8.8)%
Classified	14,245	17,276	(17.5)%	97,357	114,807	(15.2)%
Retail	15,749	16,758	(6.0)%	108,309	111,164	(2.6)%
National	3,097	3,400	(8.9)%	19,778	20,950	(5.6)%
Other	452	533	(15.2)%	3,031	3,659	(17.2)%
Circulation	5,775	6,063	(4.8)%	39,686	41,454	(4.3)%
<i><b>By Property</b></i>						
Richmond	10,325	10,899	(5.3)%	68,372	70,158	(2.5)%
Tampa	11,404	14,716	(22.5)%	84,175	101,196	(16.8)%
Winston-Salem	3,728	4,104	(9.2)%	25,399	26,793	(5.2)%
Community Newspapers	14,924	15,253	(2.2)%	97,186	99,863	(2.7)%
<b>Advertising Revenues (000)</b>						
Richmond	\$ 8,249	\$ 8,603	(4.1)%	\$ 54,513	\$ 55,169	(1.2)%
Tampa	9,876	13,471	(26.7)%	73,236	91,609	(20.1)%
Winston-Salem	2,836	3,263	(13.1)%	20,013	21,436	(6.6)%
Community Newspapers	12,422	12,495	(0.6)%	79,813	81,404	(2.0)%
<b>Broadcast Time Sales (gross) (000)</b>	\$ 29,924	\$ 23,238	28.8 %	\$ 188,520	\$ 140,319	34.4 %
Local	18,811	13,870	35.6 %	117,614	89,151	31.9 %
National	10,774	7,156	50.6 %	69,194	46,886	47.6 %
Political	339	2,212	(84.7)%	1,712	4,282	(60.0)%
<b>Selected Online Total Page Views</b>						
Total Web Sites (Excluding Game Sites)	52,276,345	43,353,875	20.6 %	345,248,520	271,814,250	27.0 %
TBO.com (Tampa, Fla.)	17,959,735	18,380,495	(2.3)%	106,656,784	98,352,844	8.4 %
inRich/TimesDispatch.com (Richmond, Va.)	8,833,208	9,592,911	(7.9)%	63,546,116	68,370,435	(7.1)%
JournalNow.com (Winston-Salem, N.C.)	3,037,999	3,004,204	1.1 %	22,779,676	21,800,608	4.5 %

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.

**MEDIA GENERAL, INC.**  
**Daily Newspapers Advertising Linage\***

	June			Year-to-Date		
	2007	2006	% Change	2007	2006	% Change
<b>Richmond Times-Dispatch</b>						
Retail	26,756	30,516	(12.3)%	182,251	191,751	(5.0)%
National	8,147	9,837	(17.2)%	55,435	59,258	(6.5)%
Classified	64,948	65,696	(1.1)%	413,416	440,100	(6.1)%
Total	99,851	106,049	(5.8)%	651,102	691,109	(5.8)%
<b>Tampa Tribune</b>						
Retail	32,415	38,860	(16.6)%	260,837	272,145	(4.2)%
National	9,092	12,541	(27.5)%	58,534	80,189	(27.0)%
Classified	86,459	123,103	(29.8)%	584,454	859,498	(32.0)%
Total	127,966	174,504	(26.7)%	903,825	1,211,832	(25.4)%
<b>Winston-Salem Journal</b>						
Retail	22,954	33,623	(31.7)%	177,984	220,079	(19.1)%
National	7,988	6,851	16.6 %	46,656	49,179	(5.1)%
Classified	48,543	54,504	(10.9)%	301,045	347,942	(13.5)%
Total	79,485	94,978	(16.3)%	525,685	617,200	(14.8)%
<b>Community Dailies</b>						
Retail	303,452	319,957	(5.2)%	1,963,858	2,042,828	(3.9)%
National	16,054	22,634	(29.1)%	115,287	123,823	(6.9)%
Classified	417,340	427,197	(2.3)%	2,566,975	2,721,332	(5.7)%
Total	736,846	769,788	(4.3)%	4,646,120	4,887,983	(4.9)%
<b>Media General Dailies Total</b>						
Retail	385,577	422,956	(8.8)%	2,584,930	2,726,803	(5.2)%
National	41,281	51,863	(20.4)%	275,912	312,449	(11.7)%
Classified	617,290	670,500	(7.9)%	3,865,890	4,368,872	(11.5)%
Total	1,044,148	1,145,319	(8.8)%	6,726,732	7,408,124	(9.2)%

\* Advertising is in column inches - full run only