

## MEDIA GENERAL INC.

### Revenues and Page Views

	February			Year-to-Date		
	2007	2006	% Change	2007	2006	% Change
<b>Revenues (000)</b>	\$ 73,596	\$ 69,138	6.4 %	\$ 154,311	\$ 146,230	5.5 %
Publishing	44,194	46,151	(4.2)%	94,029	99,597	(5.6)%
Broadcast	27,443	21,546	27.4 %	56,144	43,592	28.8 %
Interactive Media	2,503	1,947	28.6 %	5,282	4,041	30.7 %
Eliminations	(544)	(506)	(7.5)%	(1,144)	(1,000)	(14.4)%
Discontinued Operations <sup>1</sup>	-	2,751	---	-	5,921	---
<b>Selected Publishing Revenues (000)</b>						
<i><b>By Category</b></i>						
Advertising	\$ 36,353	\$ 38,575	(5.8)%	\$ 77,209	\$ 82,765	(6.7)%
Classified	15,585	17,990	(13.4)%	33,627	38,266	(12.1)%
Retail	17,428	17,090	2.0 %	35,985	35,658	0.9 %
National	2,956	2,972	(0.5)%	6,653	7,691	(13.5)%
Other	384	523	(26.6)%	944	1,150	(17.9)%
Circulation	6,260	6,567	(4.7)%	14,060	14,677	(4.2)%
<i><b>By Property</b></i>						
Richmond	10,230	10,736	(4.7)%	22,524	23,173	(2.8)%
Tampa	14,902	15,896	(6.3)%	31,074	35,145	(11.6)%
Winston-Salem	3,998	4,015	(0.4)%	8,412	8,687	(3.2)%
Community Newspapers	14,950	15,392	(2.9)%	31,782	32,327	(1.7)%
<b>Advertising Revenues (Dailies) (000)</b>						
Richmond	\$ 8,091	\$ 8,437	(4.1)%	\$ 17,714	\$ 17,995	(1.6)%
Tampa	12,826	14,332	(10.5)%	27,068	31,650	(14.5)%
Winston-Salem	3,169	3,226	(1.8)%	6,594	6,919	(4.7)%
Community Newspapers	11,967	12,313	(2.8)%	25,213	25,616	(1.6)%
<b>Broadcast Time Sales (gross) (000)</b>	\$ 28,827	\$ 22,042	30.8 %	\$ 58,667	\$ 44,109	33.0 %
Local	17,777	14,205	25.1 %	36,619	28,411	28.9 %
National	10,906	7,739	40.9 %	21,858	15,560	40.5 %
Political	144	98	46.9 %	190	138	37.7 %
<b>Selected Online Total Page Views</b>						
TBO.com (Tampa, Fla.)	17,021,311	15,993,282	6.4 %	34,126,034	33,363,168	2.3 %
TimesDispatch.com (Richmond, Va.)	10,051,274	10,703,988	(6.1)%	21,544,975	24,349,516	(11.5)%
JournalNow.com (Winston-Salem, N.C.)	3,809,140	3,732,994	2.0 %	7,756,171	7,821,302	(0.8)%

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.

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### Daily Newspapers Advertising Linage\*

	February			Year-to-Date		
	2007	2006	% Change	2007	2006	% Change
<b>Richmond Times-Dispatch</b>						
Retail	25,551	28,949	(11.7)%	56,380	60,052	(6.1)%
National	8,160	9,025	(9.6)%	17,275	20,758	(16.8)%
Classified	62,148	68,667	(9.5)%	133,168	146,062	(8.8)%
Total	95,859	106,641	(10.1)%	206,823	226,872	(8.8)%
<b>Tampa Tribune</b>						
Retail	45,163	41,887	7.8 %	94,639	90,881	4.1 %
National	9,964	10,040	(0.8)%	20,763	29,345	(29.2)%
Classified	93,110	137,169	(32.1)%	205,908	298,639	(31.1)%
Total	148,237	189,096	(21.6)%	321,310	418,865	(23.3)%
<b>Winston-Salem Journal</b>						
Retail	30,562	33,261	(8.1)%	61,161	67,579	(9.5)%
National	6,413	6,496	(1.3)%	13,589	16,775	(19.0)%
Classified	43,686	53,703	(18.7)%	95,420	118,967	(19.8)%
Total	80,661	93,460	(13.7)%	170,170	203,321	(16.3)%
<b>Community Dailies</b>						
Retail	289,999	302,052	(4.0)%	627,708	649,092	(3.3)%
National	17,758	17,705	0.3 %	38,802	42,241	(8.1)%
Classified	379,801	409,346	(7.2)%	833,396	880,537	(5.4)%
Total	687,558	729,103	(5.7)%	1,499,906	1,571,870	(4.6)%
<b>Media General Dailies Total</b>						
Retail	391,275	406,149	(3.7)%	839,888	867,604	(3.2)%
National	42,295	43,266	(2.2)%	90,429	109,119	(17.1)%
Classified	578,745	668,885	(13.5)%	1,267,892	1,444,205	(12.2)%
Total	1,012,315	1,118,300	(9.5)%	2,198,209	2,420,928	(9.2)%

\* Advertising is in column inches - full run only