

## MEDIA GENERAL INC.

### Revenues and Page Views

	April			Year-to-Date		
	2007	2006	% Change	2007	2006	% Change
<b>Revenues (000)</b>	\$ 93,279	\$ 86,623	7.7 %	\$ 323,633	\$ 304,066	6.4 %
Publishing	53,666	57,374	(6.5)%	193,408	205,537	(5.9)%
Broadcast	36,979	27,409	34.9 %	121,264	91,996	31.8 %
Interactive Media	3,312	2,477	33.7 %	11,319	8,653	30.8 %
Eliminations	(678)	(637)	(6.4)%	(2,358)	(2,120)	(11.2)%
Discontinued Operations <sup>1</sup>	-	4,147	---	-	13,108	---
<b>Selected Publishing Revenues (000)</b>						
<i><b>By Category</b></i>						
Advertising	\$ 44,596	\$ 48,077	(7.2)%	\$ 160,029	\$ 171,621	(6.8)%
Classified	18,879	22,413	(15.8)%	68,393	79,818	(14.3)%
Retail	21,455	21,652	(0.9)%	75,734	75,050	0.9 %
National	3,622	3,261	11.1 %	13,759	14,155	(2.8)%
Other	640	751	(14.8)%	2,143	2,598	(17.5)%
Circulation	7,572	7,964	(4.9)%	27,912	29,156	(4.3)%
<i><b>By Property</b></i>						
Richmond	13,501	13,584	(0.6)%	47,359	47,922	(1.2)%
Tampa	15,649	18,309	(14.5)%	60,836	70,579	(13.8)%
Winston-Salem	5,156	5,405	(4.6)%	17,728	18,281	(3.0)%
Community Newspapers	19,132	19,863	(3.7)%	66,820	68,048	(1.8)%
<b>Advertising Revenues (000)</b>						
Richmond	\$ 10,844	\$ 10,691	1.4 %	\$ 37,746	\$ 37,542	0.5 %
Tampa	13,626	16,588	(17.9)%	53,061	63,578	(16.5)%
Winston-Salem	4,097	4,344	(5.7)%	14,039	14,626	(4.0)%
Community Newspapers	15,806	16,245	(2.7)%	54,599	55,199	(1.1)%
<b>Broadcast Time Sales (gross) (000)</b>	\$ 37,478	\$ 27,350	37.0 %	\$ 126,195	\$ 92,858	35.9 %
Local	23,637	17,662	33.8 %	78,826	60,216	30.9 %
National	13,243	9,317	42.1 %	46,362	32,090	44.5 %
Political	598	371	61.2 %	1,007	552	82.4 %
<b>Selected Online Total Page Views</b>						
Total Web Sites (Excluding Game Sites)	68,901,553	48,804,729	41.2 %	243,322,226	188,475,094	29.1 %
TBO.com (Tampa, Fla.)	22,815,666	16,951,951	34.6 %	72,435,799	65,595,337	10.4 %
inRich/TimesDispatch.com (Richmond, Va.)	12,694,786	11,799,295	7.6 %	46,299,324	48,903,232	(5.3)%
JournalNow.com (Winston-Salem, N.C.)	4,550,208	3,957,205	15.0 %	16,597,068	15,707,583	5.7 %

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\*

	April			Year-to-Date		
	2007	2006	% Change	2007	2006	% Change
<b>Richmond Times-Dispatch</b>						
Retail	39,097	39,021	0.2 %	124,312	128,244	(3.1)%
National	11,794	11,017	7.1 %	38,964	41,045	(5.1)%
Classified	81,236	82,890	(2.0)%	281,981	303,470	(7.1)%
Total	132,127	132,928	(0.6)%	445,257	472,759	(5.8)%
<b>Tampa Tribune</b>						
Retail	48,129	53,199	(9.5)%	187,650	188,302	(0.3)%
National	9,200	12,879	(28.6)%	41,387	55,255	(25.1)%
Classified	115,212	161,266	(28.6)%	409,872	600,566	(31.8)%
Total	172,541	227,344	(24.1)%	638,909	844,123	(24.3)%
<b>Winston-Salem Journal</b>						
Retail	38,519	45,868	(16.0)%	127,621	147,885	(13.7)%
National	10,024	8,712	15.1 %	30,645	33,966	(9.8)%
Classified	54,803	65,477	(16.3)%	198,847	239,805	(17.1)%
Total	103,346	120,057	(13.9)%	357,113	421,656	(15.3)%
<b>Community Dailies</b>						
Retail	396,120	415,387	(4.6)%	1,349,849	1,375,268	(1.8)%
National	20,779	21,824	(4.8)%	82,626	81,620	1.2 %
Classified	493,174	544,718	(9.5)%	1,734,745	1,841,865	(5.8)%
Total	910,073	981,929	(7.3)%	3,167,220	3,298,753	(4.0)%
<b>Media General Dailies Total</b>						
Retail	521,865	553,475	(5.7)%	1,789,432	1,839,699	(2.7)%
National	51,797	54,432	(4.8)%	193,622	211,886	(8.6)%
Classified	744,425	854,351	(12.9)%	2,625,445	2,985,706	(12.1)%
Total	1,318,087	1,462,258	(9.9)%	4,608,499	5,037,291	(8.5)%

\* Advertising is in column inches - full run only