

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

	August			Year-to-Date		
	2007	2006	% Change	2007	2006	% Change
<b>Revenues (000)</b>	\$ 72,780	\$ 74,863	(2.8)%	\$ 628,079	\$ 608,994	3.1 %
Publishing	40,903	43,585	(6.2)%	366,333	395,495	(7.4)%
Broadcast	29,537	29,511	0.1 %	242,408	200,208	21.1 %
Interactive Media	2,960	2,289	29.3 %	23,998	17,612	36.3 %
Eliminations	(620)	(522)	(18.8)%	(4,660)	(4,321)	(7.8)%
Discontinued Operations <sup>1</sup>	---	3,102	---	---	26,881	---
<b>Selected Publishing Revenues (000)</b>						
<b>By Category</b>						
Advertising	\$ 33,904	\$ 36,698	(7.6)%	\$ 302,941	\$ 331,607	(8.6)%
Classified	13,513	16,577	(18.5)%	128,132	151,530	(15.4)%
Retail	17,036	16,424	3.7 %	144,878	147,430	(1.7)%
National	2,799	3,063	(8.6)%	25,816	27,678	(6.7)%
Other	556	634	(12.3)%	4,115	4,969	(17.2)%
Circulation	5,840	5,893	(0.9)%	52,833	54,637	(3.3)%
<b>By Property</b>						
Richmond	10,239	10,529	(2.8)%	91,390	92,951	(1.7)%
Tampa	11,419	13,638	(16.3)%	109,403	131,998	(17.1)%
Winston-Salem	3,848	4,087	(5.8)%	33,712	35,741	(5.7)%
Community Newspapers	15,161	15,135	0.2 %	130,364	133,422	(2.3)%
<b>Advertising Revenues (000)</b>						
Richmond	\$ 8,090	\$ 8,391	(3.6)%	\$ 72,691	\$ 73,141	(0.6)%
Tampa	9,886	12,406	(20.3)%	95,069	119,602	(20.5)%
Winston-Salem	3,104	3,267	(5.0)%	26,597	28,599	(7.0)%
Community Newspapers	12,595	12,441	1.2 %	107,302	108,958	(1.5)%
<b>Broadcast Time Sales (gross) (000)</b>	\$ 30,794	\$ 30,588	0.7 %	\$ 251,403	\$ 203,625	23.5 %
Local	17,831	17,121	4.1 %	155,163	125,581	23.6 %
National	12,410	10,464	18.6 %	93,429	69,084	35.2 %
Political	553	3,003	(81.6)%	2,811	8,960	(68.6)%
<b>Selected Online Total Page Views</b>						
Total Web Sites <sup>2</sup>	49,301,438	44,911,817	9.8 %	399,956,667	367,993,168	8.7 %
(Excluding Game Sites)						
TBO.com	20,025,997	18,453,758	8.5 %	150,981,912	136,983,759	10.2 %
(Tampa, Fla.)						
inRich/TimesDispatch.com	8,708,808	9,911,382	(12.1)%	82,836,294	90,276,328	(8.2)%
(Richmond, Va.)						
JournalNow.com	3,582,040	3,311,137	8.2 %	31,036,516	28,827,955	7.7 %
(Winston-Salem, N.C.)						

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.

<sup>2</sup> 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\***

	August			Year-to-Date		
	2007	2006	% Change	2007	2006	% Change
<b>Richmond Times-Dispatch</b>						
Retail	27,824	28,126	(1.1)%	243,774	252,163	(3.3)%
National	9,304	7,932	17.3 %	75,316	76,485	(1.5)%
Classified	66,004	65,838	0.3 %	558,174	586,137	(4.8)%
Total	103,132	101,896	1.2 %	877,264	914,785	(4.1)%
<b>The Tampa Tribune</b>						
Retail	34,007	37,045	(8.2)%	335,646	355,148	(5.5)%
National	7,084	11,077	(36.0)%	74,593	104,949	(28.9)%
Classified	81,588	112,830	(27.7)%	773,595	1,119,062	(30.9)%
Total	122,679	160,952	(23.8)%	1,183,834	1,579,159	(25.0)%
<b>Winston-Salem Journal</b>						
Retail	26,780	28,980	(7.6)%	235,479	285,003	(17.4)%
National	6,813	6,500	4.8 %	61,031	63,243	(3.5)%
Classified	52,283	52,321	(0.1)%	415,710	467,536	(11.1)%
Total	85,876	87,801	(2.2)%	712,220	815,782	(12.7)%
<b>Community Dailies</b>						
Retail	299,552	288,023	4.0 %	2,623,131	2,696,191	(2.7)%
National	16,550	16,859	(1.8)%	149,318	160,234	(6.8)%
Classified	402,023	439,387	(8.5)%	3,465,880	3,685,245	(6.0)%
Total	718,125	744,269	(3.5)%	6,238,329	6,541,670	(4.6)%
<b>Media General Dailies Total</b>						
Retail	388,163	382,174	1.6 %	3,438,030	3,588,505	(4.2)%
National	39,751	42,368	(6.2)%	360,258	404,911	(11.0)%
Classified	601,898	670,376	(10.2)%	5,213,359	5,857,980	(11.0)%
Total	1,029,812	1,094,918	(5.9)%	9,011,647	9,851,396	(8.5)%

\* Advertising is in column inches - full run only