

MEDIA GENERAL, INC.
Revenues and Page Views For the Period Ended November 30, 2008

	November			Year-to-Date		
	2008	2007	% Change	2008	2007	% Change
Revenues (000)						
Publishing	\$ 35,681	\$ 43,473	(17.9)%	\$ 410,394	\$ 492,569	(16.7)%
Broadcast	26,730	29,933	(10.7)%	304,144	311,369	(2.3)%
Interactive Media	3,190	2,971	7.4 %	35,535	33,207	7.0 %
Eliminations	(612)	(625)	2.1 %	(6,152)	(6,391)	3.7 %
Total Revenues	<u>\$ 64,989</u>	<u>\$ 75,752</u>	<u>(14.2)%</u>	<u>\$ 743,921</u>	<u>\$ 830,754</u>	<u>(10.5)%</u>
Discontinued Operations ¹	<u>\$ 631</u>	<u>\$ 3,429</u>	<u>(81.6)%</u>	<u>\$ 21,378</u>	<u>\$ 36,312</u>	<u>(41.1)%</u>

Selected Publishing Revenues by Category (000)

Classified	\$ 7,200	\$ 11,564	(37.7)%	\$ 116,913	\$ 170,274	(31.3)%
Retail	18,940	22,001	(13.9)%	185,020	206,129	(10.2)%
National	2,437	3,092	(21.2)%	28,816	35,467	(18.8)%
Other	563	492	14.4 %	5,542	5,799	(4.4)%
Total Advertising	<u>\$ 29,140</u>	<u>\$ 37,149</u>	<u>(21.6)%</u>	<u>\$ 336,291</u>	<u>\$ 417,669</u>	<u>(19.5)%</u>
Circulation	<u>\$ 5,312</u>	<u>\$ 4,954</u>	<u>7.2 %</u>	<u>\$ 59,390</u>	<u>\$ 60,111</u>	<u>(1.2)%</u>

Broadcast Time Sales (gross) (000)

Local	\$ 14,865	\$ 19,359	(23.2)%	\$ 181,040	\$ 196,922	(8.1)%
National	8,466	11,522	(26.5)%	96,955	121,142	(20.0)%
Political	2,548	1,020	149.8 %	38,054	5,802	---
Total Time Sales	<u>\$ 25,879</u>	<u>\$ 31,901</u>	<u>(18.9)%</u>	<u>\$ 316,049</u>	<u>\$ 323,866</u>	<u>(2.4)%</u>

Online Total Page Views (000)

Total Web Sites (Excluding Advertising Services)	55,120	48,842	12.9 %	698,166	628,068	11.2 %
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Notes: All data are subject to later adjustment.

¹ Discontinued operations include the following TV Stations: WMBB in Panama City, Florida; KALB/NALB in Alexandria, Louisiana; WNEG in Toccoa, Georgia; WTVQ in Lexington, Kentucky and WCWJ in Jacksonville, Florida.