

MEDIA GENERAL, INC.
Revenues and Page Views

	February			Year-to-Date		
	2008	2007	% Change	2008	2007	% Change
Revenues (000)						
Publishing	\$ 36,481	\$ 43,139	(15.4)%	\$ 77,770	\$ 91,675	(15.2)%
Broadcast	25,105	26,147	(4.0)%	53,171	53,406	(0.4)%
Interactive Media	2,355	2,489	(5.4)%	4,991	5,254	(5.0)%
Eliminations	(547)	(536)	(2.1)%	(1,043)	(1,127)	7.5%
Total Revenues	<u>\$ 63,394</u>	<u>\$ 71,239</u>	<u>(11.0)%</u>	<u>\$ 134,889</u>	<u>\$ 149,208</u>	<u>(9.6)%</u>
Discontinued Operations ¹	<u>\$ 1,262</u>	<u>\$ 1,302</u>	<u>(3.1)%</u>	<u>\$ 2,717</u>	<u>\$ 2,751</u>	<u>(1.2)%</u>
Selected Publishing Revenues by Category (000)						
Classified	\$ 11,145	\$ 15,585	(28.5)%	\$ 24,327	\$ 33,627	(27.7)%
Retail	15,943	17,428	(8.5)%	32,878	35,985	(8.6)%
National	2,467	2,956	(16.5)%	5,696	6,653	(14.4)%
Other	376	384	(2.1)%	820	944	(13.1)%
Total Advertising	<u>\$ 29,931</u>	<u>\$ 36,353</u>	<u>(17.7)%</u>	<u>\$ 63,721</u>	<u>\$ 77,209</u>	<u>(17.5)%</u>
Circulation	<u>\$ 4,951</u>	<u>\$ 5,204</u>	<u>(4.9)%</u>	<u>\$ 11,140</u>	<u>\$ 11,707</u>	<u>(4.8)%</u>
Broadcast Time Sales (gross) (000)						
Local	\$ 16,202	\$ 16,882	(4.0)%	\$ 33,512	\$ 34,715	(3.5)%
National	8,663	10,432	(17.0)%	17,440	20,872	(16.4)%
Political	1,030	140	---	3,897	186	---
Total Time Sales	<u>\$ 25,89</u>	<u>\$ 27,45</u>	<u>(5.7)%</u>	<u>\$ 54,84</u>	<u>\$ 55,77</u>	<u>(1.7)%</u>
Selected Online Total Page Views						
Total Web Sites (Excluding Game Sites and Disc. Ops.)	61,397,474	56,833,172	8.0%	132,668,729	121,350,108	9.3%

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, and WNEG in Toccoa, Georgia.