

MEDIA GENERAL, INC.
Revenues and Page Views

	April			Year-to-Date		
	2008	2007	% Change	2008	2007	% Change
Revenues (000)						
Publishing	\$ 44,944	\$ 52,424	(14.3)%	\$ 158,534	\$ 188,759	(16.0)%
Broadcast	30,636	33,313	(8.0)%	105,367	108,950	(3.3)%
Interactive Media	3,765	3,261	15.5 %	11,432	11,187	2.2 %
Eliminations	(601)	(656)	8.4 %	(2,125)	(2,290)	7.2 %
Total Revenues	<u>\$ 78,744</u>	<u>\$ 88,342</u>	<u>(10.9)%</u>	<u>\$ 273,208</u>	<u>\$ 306,606</u>	<u>(10.9)%</u>
Discontinued Operations ¹	<u>\$ 3,502</u>	<u>\$ 3,696</u>	<u>(5.2)%</u>	<u>\$ 12,343</u>	<u>\$ 12,385</u>	<u>(0.3)%</u>

Selected Publishing Revenues by Category (000)

Classified	\$ 13,404	\$ 18,879	(29.0)%	\$ 49,102	\$ 68,393	(28.2)%
Retail	20,274	21,455	(5.5)%	68,693	75,734	(9.3)%
National	2,899	3,622	(20.0)%	10,905	13,759	(20.7)%
Other	600	640	(6.3)%	1,886	2,143	(12.0)%
Total Advertising	<u>\$ 37,177</u>	<u>\$ 44,596</u>	<u>(16.6)%</u>	<u>\$ 130,586</u>	<u>\$ 160,029</u>	<u>(18.4)%</u>
Circulation	<u>\$ 6,109</u>	<u>\$ 6,331</u>	<u>(3.5)%</u>	<u>\$ 22,174</u>	<u>\$ 23,267</u>	<u>(4.7)%</u>

Broadcast Time Sales (gross) (000)

Local	\$ 20,883	\$ 21,145	(1.2)%	\$ 67,839	\$ 70,265	(3.5)%
National	10,230	12,160	(15.9)%	36,067	42,424	(15.0)%
Political	1,274	353	260.9 %	5,714	689	---
Total Time Sales	<u>\$ 32,387</u>	<u>\$ 33,658</u>	<u>(3.8)%</u>	<u>\$ 109,620</u>	<u>\$ 113,378</u>	<u>(3.3)%</u>

Selected Online Total Page Views (000)

Total Web Sites (Excluding Advertising Services)	68,400	68,122	0.4 %	262,155	240,257	9.1 %
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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.