

MEDIA GENERAL, INC.
Revenues and Page Views For the Period Ended November 2, 2008

	October			Year-to-Date		
	2008	2007	% Change	2008	2007	% Change
Revenues (000)						
Publishing	\$ 42,571	\$ 51,253	(16.9)%	\$ 374,713	\$ 449,096	(16.6)%
Broadcast	40,207	37,105	8.4 %	277,414	281,436	(1.4)%
Interactive Media	3,746	3,506	6.8 %	32,345	30,236	7.0 %
Eliminations	(641)	(648)	1.1 %	(5,540)	(5,766)	3.9 %
Total Revenues	<u>\$ 85,883</u>	<u>\$ 91,216</u>	<u>(5.8)%</u>	<u>\$ 678,932</u>	<u>\$ 755,002</u>	<u>(10.1)%</u>
Discontinued Operations ¹	<u>\$ 903</u>	<u>\$ 4,676</u>	<u>(80.7)%</u>	<u>\$ 20,748</u>	<u>\$ 32,883</u>	<u>(36.9)%</u>

Selected Publishing Revenues by Category (000)

Classified	\$ 10,373	\$ 16,705	(37.9)%	\$ 109,713	\$ 158,710	(30.9)%
Retail	20,420	22,560	(9.5)%	166,080	184,128	(9.8)%
National	3,366	3,565	(5.6)%	26,378	32,375	(18.5)%
Other	547	604	(9.4)%	4,979	5,307	(6.2)%
Total Advertising	<u>\$ 34,706</u>	<u>\$ 43,434</u>	<u>(20.1)%</u>	<u>\$ 307,150</u>	<u>\$ 380,520</u>	<u>(19.3)%</u>
Circulation	<u>\$ 6,443</u>	<u>\$ 6,162</u>	<u>4.6 %</u>	<u>\$ 54,079</u>	<u>\$ 55,157</u>	<u>(2.0)%</u>

Broadcast Time Sales (gross) (000)

Local	\$ 15,062	\$ 22,836	(34.0)%	\$ 166,175	\$ 177,562	(6.4)%
National	8,396	13,345	(37.1)%	88,488	109,620	(19.3)%
Political	20,785	2,116	---	35,506	4,782	---
Total Time Sales	<u>\$ 44,243</u>	<u>\$ 38,297</u>	<u>15.5 %</u>	<u>\$ 290,169</u>	<u>\$ 291,964</u>	<u>(0.6)%</u>

Online Total Page Views (000)

Total Web Sites	71,498	65,777	8.7 %	643,046	573,226	12.2 %
(Excluding Advertising Services and Discontinued Operations)						

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.