

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, DC. 20549  
Form 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): October 16, 2003

MEDIA GENERAL, INC.  
(Exact name of registrant as specified in its charter)

Commonwealth of Virginia  
(State or other jurisdiction of  
incorporation or organization)

54-0850433  
(I.R.S. Employer  
Identification No.)

333 E. Franklin St., Richmond, VA  
(Address of principal executive offices)

23219  
(Zip Code)

(804) 649-6000  
(Registrant's telephone number, including area code)

N/A  
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(Former name, former address and former fiscal year,  
if changed since last report.)

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Item 7 Financial Statements and Exhibits

(c) Exhibits

99.1 Two press releases dated October 16, 2003.

Item 9. Regulation FD Disclosure

On October 16, 2003, the Company issued two press releases announcing results for the third quarter of 2003 and revenues for the September 2003 period. A copy of these releases is attached to this Form 8-K as exhibit 99.1. The information is being furnished pursuant to Item 12, Results of Operations and Financial Condition.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

MEDIA GENERAL, INC.

DATE:           October 16, 2003       /s/ Marshall N. Morton  
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Marshall N. Morton  
Vice Chairman and Chief Financial Officer

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EXHIBIT INDEX

Exhibit Number	Description
99.1	Two press releases dated October 16, 2003.

## Media General Reports Third-Quarter Results

RICHMOND, Va.--(BUSINESS WIRE)--Oct. 16, 2003--Media General, Inc. (NYSE: MEG) today reported third-quarter income of \$11.7 million, or 50 cents per diluted share, excluding the effect of an accounting change, compared with net income of \$9.5 million, or 41 cents per diluted share, in the third quarter of 2002. At the beginning of the third quarter, Media General adopted FIN 46, relating to variable interest entities, which required a non-cash charge of \$8.1 million, or 34 cents per diluted share, to recognize the cumulative effect of the accounting change. After the charge, Media General's net income for the quarter was \$3.7 million, or 16 cents per diluted share.

"Media General's 23.5 percent operating improvement versus last year is mostly attributable to reduced losses from our one-third ownership of SP Newsprint and lower interest expense," said J. Stewart Bryan III, chairman and chief executive. "We were pleased with the performance of all three divisions for the quarter, as well," he said.

"Publishing Division revenues increased year-over-year for the fourth consecutive quarter and marked the largest increase this year. While newspaper revenue has not reached the levels we hoped for in 2003, we are encouraged by the growth experienced so far this year. Broadcast Division total revenues were below last year by only \$568,000, despite the fact that political billings for the quarter were \$6.1 million below last year's third quarter. Broadcast was very successful in generating significant gains in local and national transactional advertising revenues," said Bryan.

"Both the Publishing and Broadcast divisions implemented expense management programs earlier this year that included a hiring freeze and restrained discretionary spending. These programs have continued, and, as a result, both divisions reduced expenses compared to their original budgets by 4 percent for the third quarter," Bryan said.

Total consolidated revenues of \$205 million increased 2.6 percent, compared with revenues of \$200 million for last year's third quarter. Segment operating profit totaled \$41.8 million, compared with \$41.3 million last year. Segment operating cash flow was \$53.6 million, compared with \$54.9 million in the third quarter of 2002.

Publishing segment profit of \$28.2 million was 2.6 percent higher than last year's third-quarter. Publishing segment results include the company's 20 percent interest in The Denver Post, which generated income of \$170,000 this quarter, compared with income of \$128,000 in last year's third quarter. Segment operating cash flow for the quarter was \$34.5 million, a slight increase over last year.

Publishing Division revenues of \$132 million were 3.9 percent above the third quarter of 2002, and advertising revenues for the quarter were 4.6 percent higher. The national, classified, preprint and other advertising categories all experienced solid gains during the quarter, and the retail category was even with last year. The two new malls that opened in Richmond in September had a positive impact on the overall retail environment, but many retail advertisers in other markets remain cautious. Preprint revenues increased 7.1 percent for the quarter.

Classified revenue increased 4.1 percent for the quarter. Employment advertising remained soft, while automotive, real estate and other classified advertising continued strong. National advertising increased by 16.5 percent, driven mostly by the financial, healthcare and telecommunications categories. Circulation revenue was slightly above last year.

Publishing operating expenses for the quarter were \$4.2 million, or 4.2 percent, higher than the third quarter of 2002. The increase reflects higher salaries, employee benefits, and newsprint expense. Newsprint expense for the quarter increased 12.4 percent, the result of increased prices and consumption. The price per ton increased \$43 for the quarter over last year.

Broadcast segment profit of \$15.3 million was down 8.2 percent from last year. The major factors contributing to the decline were lower political billings and higher employee benefit expenses.

Broadcast Division revenue for the quarter declined less than 1 percent from last year to \$70.9 million, despite the absence of significant political revenues. For the quarter, local advertising increased 10.5 percent and national increased 4.8 percent. Categories showing substantial gains included automotive, financial, utilities, furniture, medical and telecommunications. Political revenues in this off-election year were \$2.4 million compared with \$8.5 million last year.

Broadcast operating expenses increased \$797,000, or 1.5 percent, primarily due to higher employee benefits and investments in sales programs that drove the higher local time sales.

The Interactive Media Division recorded a loss of \$1.7 million, a 41 percent improvement over last year's third-quarter loss of \$2.9 million. Virtually all of the improvement was due to the absence of last year's investment write-off. The division's revenues were 59 percent better than last year, due in large part to the continuing success of classified up-sell arrangements with Media General newspapers and the introduction of new products and services.

The company's share of SP Newsprint's results was a loss of \$1.2 million, a meaningful improvement from last year's \$4.6 million loss, due mainly to higher newsprint prices. Interest expense was 28 percent less than the third quarter of 2002 due to lower borrowing costs.

EBITDA (income from continuing operations before cumulative effect

of change in accounting principle and before interest, taxes, depreciation and amortization) in the third quarter of 2003 was \$42.7 million, compared with \$44.2 million in the 2002 period. Free cash flow (after-tax cash flow minus capital expenditures) was \$20.9 million in the third quarter of 2003 and \$15.8 million in the same period a year ago.

Media General continues to provide the non-GAAP financial metrics EBITDA, After-Tax Cash Flow, and Free Cash Flow. The company believes these metrics are useful for evaluating financial performance and are common alternative measures used by investors, financial analysts and rating agencies. These groups use EBITDA, along with other measures, to evaluate a company's ability to meet its debt service requirements and to estimate the value of the company. A reconciliation of these metrics to amounts on the GAAP statements has been included in this news release.

#### Outlook

Looking forward to the fourth quarter, for the Publishing Division, Media General is projecting revenue growth of about 3 percent, from continued year-over-year improvement in all advertising categories. Employment advertising comparisons are improving every month and the company will continue to benefit from the new malls in Richmond for the remainder of the year. For the Broadcast Division, time sales forecasts for the fourth quarter reflect cautious optimism. In some markets, there are signs that the economy is strengthening and advertisers may be overcoming profitability concerns. While the Broadcast Division expects to replace a substantial portion of last year's \$18 million in political billings for the fourth quarter, its total revenues for the quarter are expected to be 10 percent below last year.

For the full year 2003, analyst estimates for Media General currently range from \$2.27 to \$2.44, and the consensus estimate is \$2.34. Media General currently expects earnings per share from continuing operations (which will no longer include Media General Financial Services, following its sale on October 14, 2003) to be above the consensus estimate.

#### Conference Call

Media General will discuss third-quarter results during a conference call and webcast today at 11:00 a.m. ET. To listen to the webcast, log on to [www.mediageneral.com](http://www.mediageneral.com) and click on the "Live Earnings Conference" link at the top of the home page. A replay will be available from 2 p.m. today until midnight October 23, at the same Web address.

#### Forward-Looking Statements

This news release contains forward-looking statements that are subject to various risks and uncertainties and should be understood in the context of the company's publicly available reports filed with the Securities and Exchange Commission. Media General's future performance could differ materially from its current expectations.

#### About Media General

Media General is an independent communications company situated primarily in the Southeast with interests in newspapers, television stations and interactive media. The company's publishing assets include The Tampa Tribune, the Richmond Times-Dispatch, the Winston-Salem Journal and 22 other daily newspapers in Virginia, North Carolina, Florida, Alabama and South Carolina, as well as nearly 100 other periodicals and a 20 percent interest in The Denver Post. Media General's 26 network-affiliated television stations reach more than 30 percent of the television households in the Southeast and nearly 8 percent of those in the United States. The company's extensive interactive media offerings include more than 50 online enterprises. Media General also has a 33 percent interest in SP Newsprint Co., which operates newsprint mills in Dublin, Ga., and Newberg, Ore.

Media General, Inc.  
 CONSOLIDATED STATEMENTS OF OPERATIONS  
 (Unaudited, in thousands, except per share amounts)

	Thirteen Weeks Ending		Thirty-Nine Weeks Ending	
	Sept. 28, 2003	Sept. 29 2002(3)	Sept. 28, 2003	Sept. 29, 2002(3)
Revenues	\$205,086	\$199,942	\$611,890	\$603,410
Operating costs:				
Production	89,487	86,069	267,007	257,486
Selling, general and administrative	73,089	65,295	218,021	200,174
Depreciation and amortization	16,327	16,628	49,976	50,107
Total operating costs	178,903	167,992	535,004	507,767
Operating income	26,183	31,950	76,886	95,643
Other income (expense):				
Interest expense	(8,409)	(11,607)	(26,262)	(36,961)
Investment loss-unconsolidated affiliates	(1,044)	(4,423)	(4,552)	(10,190)
Other, net	1,295	32	9,530	2,271

Total other expense	(8,158)	(15,998)	(21,284)	(44,880)
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Income from continuing operations before income taxes and cumulative effect of change in accounting principle	18,025	15,952	55,602	50,763
Income taxes	6,580	6,713	20,297	20,052

Income from continuing operations before cumulative Effect of change in accounting principle	11,445	9,239	35,305	30,711
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Income from discontinued operations (net of tax)(1)	301	272	957	1,087
Cumulative effect of change in accounting principle (net of tax)(2)	(8,079)	---	(8,079)	(126,336)

Net income (loss)	\$3,667	\$9,511	\$28,183	\$(94,538)
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Net income (loss) per common share:				
Income from continuing operations before cumulative effect of change in accounting principle	\$ 0.50	\$0.40	\$1.53	\$1.34
Discontinued operations	0.01	0.01	0.04	0.05
Cumulative effect of change in accounting principle	(0.35)	---	(0.35)	(5.51)
Net income (loss)	\$0.16	\$0.41	\$1.22	\$(4.12)

Net income (loss) per common share - assuming dilution:				
Income from continuing operations before cumulative effect of change in accounting principle	\$0.49	\$0.40	\$1.51	\$1.32
Discontinued operations	0.01	0.01	0.04	0.05
Cumulative effect of change in accounting principle	(0.34)	---	(0.34)	(5.44)
Net income (loss)	\$0.16	\$0.41	\$1.21	\$(4.07)

Weighted-average common shares outstanding:				
Basic	23,074	22,990	23,052	22,927
Diluted	23,423	23,225	23,346	23,218

(1) The company announced the sale of its Media General Financial Services subsidiary on October 14, 2003.

(2) Expense recorded upon adoption of FIN 46, Consolidation of Variable Interest Entities, in 2003 and write-down for impairment upon adoption of SFAS No. 142, Goodwill and Other Intangible Assets, in 2002.

(3) Certain prior year amounts have been reclassified to conform with the current year presentation.

Media General, Inc.  
BUSINESS SEGMENTS  
(Unaudited)

(In thousands)	Publish -ing	Broad -cast	Inter -active Media	Elim- inations	Total
Quarter Ended September 28, 2003					
Consolidated revenues	\$132,226	\$70,865	\$2,612	\$(617)	\$205,086
Segment operating cash flow	\$34,453	\$20,585	\$(1,396)		\$53,642
Allocated amounts:					
Equity in net income of unconsolidated affiliate	170				170
Depreciation and amortization	(6,434)	(5,245)	(319)		(11,998)
Segment profit (loss)	\$28,189	\$15,340	\$(1,715)		41,814
Unallocated amounts:					
Interest expense					(8,409)
Investment loss-SP Newsprint					(1,214)
Acquisition intangibles amortization					(3,012)
Corporate expense					(9,575)
Other					(1,579)
Consolidated income from continuing operations before income taxes and cumulative effect of change in accounting principle					\$18,025

=====

Quarter Ended September 29, 2002

Consolidated revenues	\$127,313	\$71,433	\$1,647	\$(451)	\$199,942
=====					
Segment operating cash flow	\$34,150	\$22,221	\$(1,513)		\$54,858
Allocated amounts:					
Equity in net income of unconsolidated affiliate	128				128
Write-down of investment			(1,160)		(1,160)
Depreciation and amortization	(6,792)	(5,516)	(216)		(12,524)
-----					
Segment profit (loss)	\$27,486	\$16,705	\$(2,889)		41,302
=====					

Unallocated amounts:					
Interest expense					(11,607)
Investment loss-SP					
Newsprint					(4,551)
Acquisition intangibles amortization					(3,035)
Corporate expense					(8,261)
Other					2,104
-----					
Consolidated income from continuing operations before income taxes and cumulative effect of change in accounting principle					\$15,952
=====					

Nine Months Ended September 28, 2003

Consolidated revenues	\$397,598	\$208,999	\$7,025	\$(1,732)	\$611,890
=====					
Segment operating cash flow	\$102,769	\$60,933	\$(4,011)		\$159,691
Allocated amounts:					
Equity in net income of unconsolidated affiliate	346				346
Gain on sale of Hoover's			5,746		5,746
Depreciation and amortization	(19,698)	(16,464)	(1,192)		(37,354)
-----					
Segment profit	\$83,417	\$44,469	\$543		128,429
=====					

Unallocated amounts:					
Interest expense					(26,262)
Investment loss-SP					
Newsprint					(4,898)
Acquisition intangibles amortization					(9,043)
Corporate expense					(27,674)
Other					(4,950)
-----					
Consolidated income from continuing operations before income taxes and cumulative effect of change in accounting principle					\$55,602
=====					

Nine Months Ended September 29, 2002

Consolidated revenues	\$388,035	\$212,443	\$4,238	\$(1,306)	\$603,410
=====					
Segment operating cash flow	\$109,284	\$66,988	\$(4,300)		\$171,972
Allocated amounts:					
Equity in net loss of unconsolidated affiliates	(644)		(413)		(1,057)
Write-down of investment			(1,160)		(1,160)
Depreciation and amortization	(20,847)	(16,348)	(772)		(37,967)
-----					
Segment profit (loss)	\$87,793	\$50,640	\$(6,645)		131,788
=====					

Unallocated amounts:					
Interest expense					(36,961)
Investment loss-SP					
Newsprint					(9,133)
Acquisition intangibles amortization					(8,892)
Corporate expense					(25,828)
Other					(211)
-----					
Consolidated income from continuing operations before income taxes and cumulative effect of change in accounting principle					\$50,763
=====					

Media General, Inc.  
CONSOLIDATED BALANCE SHEETS  
(In thousands)

(Unaudited)  
Sept. 28, Dec. 29,  
2003 2002

-----  
ASSETS

Current assets:		
Cash and cash equivalents	\$8,293	\$11,279
Accounts receivable - net	102,462	112,399
Inventories	6,414	4,101
Other	40,578	32,773
	-----	-----
Total current assets	157,747	160,552
	-----	-----
Investments in unconsolidated affiliates	89,711	93,370
Other assets	61,146	68,140
Property, plant and equipment - net	437,438	372,719
Excess of cost over fair value of net identifiable assets of acquired businesses - net	832,004	832,004
FCC licenses and other intangibles - net	811,000	820,226
	-----	-----
Total assets	\$2,389,046	\$2,347,011
	=====	=====
LIABILITIES AND STOCKHOLDERS' EQUITY		
Current liabilities:		
Accounts payable	\$19,692	\$20,967
Accrued expenses and other liabilities	90,759	88,646
Income taxes payable	-	1,888
	-----	-----
Total current liabilities	110,451	111,501
	-----	-----
Long-term debt	581,473	642,937
Borrowings of consolidated variable interest entity	95,320	-
Deferred income taxes	360,424	345,178
Other liabilities and deferred credits	164,323	188,141
Stockholders' equity	1,077,055	1,059,254
	-----	-----
Total liabilities and stockholders' equity	\$2,389,046	\$2,347,011
	=====	=====

Media General, Inc.  
EBITDA, AFTER-TAX CASH FLOW AND FREE CASH FLOW  
(Unaudited, in thousands)

	Third Quarter		Year-to-Date	
	2003	2002	2003	2002
	-----	-----	-----	-----
Income from continuing operations before cumulative effect of change in accounting principle	\$11,445	\$9,239	\$35,305	\$30,711
Interest	8,409	11,607	26,262	36,961
Taxes	6,580	6,713	20,297	20,052
Depreciation and amortization	16,327	16,628	49,976	50,107
EBITDA before cumulative effect of change in accounting principle	\$42,761	\$44,187	\$131,840	\$137,831
	=====	=====	=====	=====
Income from continuing operations before cumulative effect of change in accounting principle	\$11,445	\$9,239	\$35,305	\$30,711
Depreciation and amortization	16,327	16,628	49,976	50,107
After-tax cash flow	\$27,772	\$25,867	\$85,281	\$80,818
	=====	=====	=====	=====
After-tax cash flow	\$27,772	\$25,867	\$85,281	\$80,818
Capital expenditures	6,858	10,074	19,783	25,869
Free cash flow	\$20,914	\$15,793	\$65,498	\$54,949
	=====	=====	=====	=====

CONTACT: Media General  
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lnabhan@mediageneral.com

#### Media General Reports September Revenues

RICHMOND, Va.--(BUSINESS WIRE)--Oct. 16, 2003--Media General, Inc. (NYSE: MEG) today reported September 2003 total revenues of \$66.6 million, up 1.7 percent, compared with revenues of \$65.5 million in September 2002. Publishing revenues increased 4.1 percent, Broadcast revenues declined 3.7 percent, and Interactive Media revenues were up nearly 58 percent.

Newspaper advertising revenue returned to the growth levels experienced in June and July and was \$1.7 million, or 5.1 percent, above last September, with growth in all categories. Classified revenue was \$370,000, or 2.8 percent, above last year. Employment lineage at the company's three largest newspapers improved over August's 5 percent gain and was 9.3 percent above last September. This improvement was partially offset by automotive lineage that was below last year by 3.4 percent. Employment lineage at The Tampa Tribune increased 22.7 percent over last year and reflected continued success

with the sale of special promotional multi-part packages. Employment lineage increased 2.7 percent at the Richmond Times-Dispatch, driven mostly by help wanted advertising to fill job openings at two new malls. Linage at the Winston-Salem Journal declined 0.9 percent.

Retail revenue increased \$300,000, or 3 percent, from last September. The Richmond Times-Dispatch was nearly 29 percent above last year, benefiting from the opening of two new malls during the month, which drove higher department store and sporting goods store advertising. The Tampa Tribune's retail advertising declined 6.7 percent, as a result of weakness in the department store, home furnishings and restaurant categories. The Winston-Salem Journal was down 11.6 percent due to soft advertising schedules by department stores and major financial advertisers. The company's community newspapers showed an increase in the retail category of 1.7 percent, due to strength in most Virginia markets. Preprint revenue rose \$630,000, or 11.6 percent from last year.

National revenue was above last year by \$70,000, or 2.7 percent, reflecting gains in Richmond and Winston-Salem. The increases were primarily the result of robust telecommunications advertising and insurance advertising in Richmond following Hurricane Isabel. Tampa's national revenues were even with last year. Circulation revenue was down slightly from last year.

The Broadcast Division had a strong month, with meaningful increases in both local and national time sales. Local time sales increased \$890,000, or 7 percent. National time sales increased \$1 million, or 13.5 percent. Together, these increases partially offset \$3.5 million of lower political revenues. Despite the decline, political revenues exceeded expectations as a result of the Louisiana gubernatorial race, early political spending for the February 2004 presidential primaries in South Carolina, and issue advertising related to an Alabama tax referendum.

Automotive spending remained robust, particularly at the local level, driven by car manufacturers and regional dealer associations. Other broadcast categories showing gains for the month were the financial, telecommunications, medical and furniture segments.

Interactive Media revenue growth continues to reflect the company's success with classified up-sells from its newspapers and from new online products and services.

#### About Media General

Media General is an independent communications company situated primarily in the Southeast with interests in newspapers, television stations and interactive media. The company's publishing assets include The Tampa Tribune, the Richmond Times-Dispatch, the Winston-Salem Journal and 22 other daily newspapers in Virginia, North Carolina, Florida, Alabama and South Carolina, as well as nearly 100 other periodicals and a 20 percent interest in The Denver Post. Media General's 26 network-affiliated television stations reach more than 30 percent of the television households in the Southeast and nearly 8 percent of those in the United States. The company's extensive interactive media offerings include more than 50 online enterprises. Media General also has a 33 percent interest in SP Newsprint Co., which operates newsprint mills in Dublin, Ga., and Newberg, Ore.

#### MEDIA GENERAL INC. Revenues and Page Views

	September		
	2003	2002	% Change
Revenues (000)	\$66,617	\$65,501	1.7 %
Publishing	42,421	40,740	4.1 %
Broadcast	23,564	24,458	(3.7)%
Interactive Media	825	523	57.7 %
Eliminations	(193)	(220)	12.3 %
Discontinued operations	362	374	(3.2)%
-----			
Selected Publishing Revenues (000)			
By Category			
Advertising	\$34,800	\$33,126	5.1 %
Classified	13,601	13,234	2.8 %
Retail	10,531	10,224	3.0 %
National	2,739	2,666	2.7 %
Preprints	6,075	5,444	11.6 %
Other	1,854	1,558	19.0 %
Circulation	6,690	6,777	(1.3)%
By Property			
Richmond	11,100	10,057	10.4 %
Tampa	12,799	12,631	1.3 %
Winston-Salem	4,075	4,134	(1.4)%
Community Newspapers	14,250	13,767	3.5 %
-----			
Advertising Revenues (Dailies) (000)			
Richmond	\$8,561	\$7,568	13.1 %
Tampa	11,574	11,419	1.4 %
Winston-Salem	3,323	3,343	(0.6)%
Community Newspapers	9,695	9,229	5.0 %
-----			
Broadcast Time Sales (gross) (000)	\$23,191	\$24,793	(6.5)%
Local	13,517	12,627	7.0 %
National	8,459	7,455	13.5 %
Political	1,215	4,711	(74.2)%

Selected Online Total Page Views			
TBO.com (Tampa, Fla.)	14,503,814	14,893,656	(2.6)%
timesdispatch.com (Richmond, Va.)	6,963,790	5,302,736	31.3%
JournalNow.com (Winston-Salem, N.C.)	2,697,197	2,334,862	15.5%

Notes: All data are subject to later adjustment.

MEDIA GENERAL INC.  
Revenues and Page Views

=====			
Year-to-Date			
	2003	2002	% Change
Revenues (000)	\$611,890	\$603,410	1.4 %
Publishing	397,598	388,035	2.5 %
Broadcast	208,999	212,443	(1.6)%
Interactive Media	7,025	4,238	65.8 %
Eliminations	(1,732)	(1,306)	(32.6)%
Discontinued operations	3,717	4,034	(7.9)%

Selected Publishing Revenues (000)

By Category			
Advertising	\$323,936	\$314,682	2.9 %
Classified	128,819	126,311	2.0 %
Retail	96,553	98,307	(1.8)%
National	24,142	22,024	9.6 %
Preprints	58,111	53,422	8.8 %
Other	16,311	14,618	11.6 %
Circulation	64,938	64,405	0.8 %
By Property			
Richmond	98,355	95,361	3.1 %
Tampa	123,904	119,546	3.6 %
Winston-Salem	39,252	38,714	1.4 %
Community Newspapers	134,773	133,099	1.3 %

Advertising Revenues (Dailies) (000)

Richmond	\$74,319	\$71,243	4.3 %
Tampa	111,468	107,454	3.7 %
Winston-Salem	31,688	31,349	1.1 %
Community Newspapers	91,626	89,938	1.9 %

Broadcast Time Sales (gross) (000)	\$206,322	\$208,567	(1.1)%
Local	127,201	119,574	6.4 %
National	75,379	75,212	0.2 %
Political	3,742	13,781	(72.8)%

Selected Online Total Page Views

TBO.com (Tampa, Fla.)	122,580,467	110,444,607	11.0%
timesdispatch.com (Richmond, Va.)	60,103,017	40,990,828	46.6%
JournalNow.com (Winston-Salem, N.C.)	22,898,577	20,448,947	12.0%

Notes: All data are subject to later adjustment.

MEDIA GENERAL INC.  
Daily Newspapers Advertising Linage (1)

=====			
September			
	2003	2002	% Change
RICHMOND TIMES-DISPATCH			
Retail	41,959	33,857	23.9 %
National	13,615	11,843	15.0 %
Classified	67,081	66,601	0.7 %
Total	122,655	112,301	9.2 %
TAMPA TRIBUNE			
Retail	38,491	39,625	(2.9)%
National	14,696	13,764	6.8 %
Classified	129,773	133,241	(2.6)%
Total	182,960	186,630	(2.0)%

WINSTON-SALEM JOURNAL

Retail	33,570	38,580	(13.0)%
National	7,285	6,916	5.3 %
Classified	58,005	59,162	(2.0)%
Total	98,860	104,658	(5.5)%
-----			
COMMUNITY DAILIES			
Retail	311,434	317,252	(1.8)%
National	27,187	26,302	3.4 %
Classified	439,830	393,463	11.8 %
Total	778,451	737,017	5.6 %
-----			
MEDIA GENERAL DAILIES TOTAL			
Retail	425,454	429,314	(0.9)%
National	62,783	58,825	6.7 %
Classified	694,689	652,467	6.5 %
Total	1,182,926	1,140,606	3.7 %
=====			

(1) Advertising is in column inches - full run only

MEDIA GENERAL INC.  
Daily Newspapers Advertising Linage (1)

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Year-to-Date			
	2003	2002	% Change
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RICHMOND TIMES-DISPATCH			
Retail	317,600	330,850	(4.0)%
National	101,610	86,370	17.6 %
Classified	671,673	614,380	9.3 %
Total	1,090,883	1,031,600	5.7 %
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TAMPA TRIBUNE			
Retail	379,561	384,265	(1.2)%
National	142,278	119,516	19.0 %
Classified	1,255,506	1,218,733	3.0 %
Total	1,777,345	1,722,514	3.2 %
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WINSTON-SALEM JOURNAL			
Retail	326,073	349,590	(6.7)%
National	72,366	67,223	7.7 %
Classified	567,116	586,023	(3.2)%
Total	965,555	1,002,836	(3.7)%
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COMMUNITY DAILIES			
Retail	3,020,625	3,104,650	(2.7)%
National	245,989	225,608	9.0 %
Classified	3,887,845	3,570,608	8.9 %
Total	7,154,459	6,900,866	3.7 %
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MEDIA GENERAL DAILIES TOTAL			
Retail	4,043,859	4,169,355	(3.0)%
National	562,243	498,717	12.7 %
Classified	6,382,140	5,989,744	6.6 %
Total	10,988,242	10,657,816	3.1 %
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(1) Advertising is in column inches - full run only

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