

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 15, 2004

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

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

Check the appropriate box below if the Form 8-K filing is intended to
simultaneously satisfy the filing obligation of the registrant under any of the
following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17
CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR
240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the
Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the
Exchange Act (17 CFR 240.13a-4(c))

<PAGE>

Item 2.02 Results of Operations and Financial Condition

On October 15, 2004, the Company issued two press releases announcing results for the third quarter of 2004 and revenues for the September 2004 period. A copy of these releases is furnished as exhibit 99.1.

Exhibits

99.1 Two press releases dated October 15, 2004.

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 15, 2004

/s/ Marshall N. Morton

Marshall N. Morton
Vice Chairman and Chief Financial Officer

<PAGE>

EXHIBIT INDEX

Exhibit Number	Description
99.1	Two press releases dated October 15, 2004.

Media General Reports Third-Quarter Results

RICHMOND, Va., Oct. 15 /PRNewswire-FirstCall/ -- Media General (NYSE: MEG) today reported third-quarter net income of \$15.7 million, or 66 cents per diluted share, a 37.3 percent increase, compared with income from continuing operations before an accounting change of \$11.4 million, or 49 cents per diluted share in the third quarter of 2003. Media General's 2003 third-quarter results included a non-cash charge of \$8.1 million, or 34 cents per diluted share, for the cumulative effect of an accounting change related to variable interest entities. Including the accounting charge as well as the results of a small operation that was subsequently sold, Media General's third-quarter 2003 net income was \$3.7 million, or 16 cents per diluted share.

"Media General's strong third-quarter earnings growth in 2004 reflected a robust profit increase of 32 percent in the Broadcast Division and a solid gain of 5.2 percent in the Publishing Division," said J. Stewart Bryan III, chairman and chief executive. "Broadcast results were driven by very strong political spending as well as growth in Local and National transactional sales including advertising from the Summer Olympics. Publishing Division results reflected year-over-year growth in all revenue categories, except National advertising. Classified revenues continued to show solid gains, up 7.1 percent, led by higher help-wanted advertising. Also having a favorable impact on the quarter were substantially improved equity earnings from our one-third ownership of SP Newsprint and lower interest expense.

"While we were pleased with our overall results for the quarter, our growth was tempered somewhat by hurricanes in August and September that affected Media General newspapers, television stations and online enterprises in Florida and Alabama. Segment operating profit is estimated to have been adversely impacted by \$2 million to \$2.5 million, including lost revenues and higher expenses related to the storms," Bryan said.

Consolidated revenues for the third quarter rose 6.1 percent to \$217.6 million, compared with \$205.1 million in the third quarter of 2003. Segment profit of \$48.3 million increased 15.6 percent, and segment cash flow of \$58.5 million was up 9 percent.

Publishing segment profit of \$29.6 million was up 5.2 percent from last year's third quarter. Segment results include the results of the company's 20 percent interest in The Denver Post, which were up slightly.

Publishing total revenues of \$137.7 million increased 4.1 percent, and advertising revenues of \$113 million increased 4.6 percent. Including online revenues from newspaper Web sites, total publishing revenues were up 4.6 percent over last year, and newspaper advertising revenues increased 5.1 percent.

Classified revenues rose \$3.1 million, or 7.1 percent, and reflected increases at every newspaper group. Employment lineage for the quarter was up 10.2 percent for the company's three metro newspapers, including increases of 18.1 percent at the Richmond Times-Dispatch, 5.9 percent at the Winston-Salem Journal, and 2.3 percent at The Tampa Tribune. Automotive lineage was up 2.6 percent at the three metros. At Media General's community newspapers, Classified revenues were up more than 10 percent in many markets, driven by help-wanted advertising.

Retail ROP revenues were slightly above last year. The Tampa Tribune and its associated community dailies reported a 6.7 percent increase as a result of strong financial institution advertising as well as increased entertainment, utilities and medical advertising. Some community newspapers, including properties located in Alabama and Northern Virginia, also reported solid retail growth. A 5.7-percent decline at the Richmond Times-Dispatch was attributable to the absence of advertising related to the opening of two malls in September 2003, partially offset by improvements in the medical, furniture and building supply categories.

National ROP revenues declined \$360,000, or 4.4 percent, reflecting lower activity in the cruise line, travel and telecommunications categories.

Preprint revenues were up \$1.1 million, or 5.7 percent, with most of the company's newspapers reporting increases. Combined Retail ROP and retail

preprint revenues were \$560,000, or 1.1 percent, higher than last year. Combined National ROP and national preprint revenues were \$170,000, or 1.8 percent higher than last year.

Circulation revenues increased 1.6 percent, aided by rate increases at a number of newspapers and volume growth in Tampa.

Publishing total expenses were up 3.9 percent from last year due to higher costs for newsprint, increased repairs and maintenance expenses, and circulation growth programs. Newsprint expense for the quarter was up 9 percent compared to last year and average prices were \$37 per ton higher.

Broadcast Division segment profit of \$20.2 million rose 31.6 percent compared to the same 2003 period. This strong performance reflected robust political advertising revenues, which totaled \$8.5 million for the quarter.

Broadcast total revenues increased 9.1 percent to \$77.3 million, and total time sales were up \$8.1 million, or 11.6 percent. Local time sales increased by \$1.4 million, or 3.3 percent, and reflected increases in services, furniture, hardware/home improvement and automotive advertising. National time sales were up \$646,000, or 2.6 percent, due to higher automotive, services and financial advertising.

Broadcast total expenses for the third quarter rose 2.9 percent, due primarily to higher payroll, programming and retirement plan costs. Salary expense increases included sales commissions associated with higher revenues. Higher expenses were partially offset by lower cost of goods sold for the division's equipment subsidiary and lower depreciation.

Interactive Media Division revenues were up 35 percent over 2003 to \$3.5 million, led by a 44 percent increase in classified advertising across the division's Web sites. Local advertising increased 31 percent. The division reported a segment loss of \$1.5 million, a 12.2-percent improvement over the prior-year third quarter.

Interest expense decreased \$766,000, or 9.1 percent, from the third quarter of 2003, the result of lower debt levels and lower effective interest rates.

Income from the company's share of SP Newsprint was \$316,000 compared with a loss of \$1.2 million in the 2003 third quarter due to higher newsprint prices. Newsprint producers, including SP Newsprint, announced a \$50-per-ton increase September 1. Media General's current expectation is that \$25-30 will hold through year-end. If that happens, the company would expect to see continued earnings progress from SP Newsprint in the fourth quarter.

Acquisition intangibles amortization was \$1.1 million higher than last year due to network affiliation amortization.

Corporate expense was slightly lower than last year's third quarter.

The effective tax rate for the quarter was 37 percent, compared with 36.5 percent in the prior year. The company has begun a preliminary analysis of the American Jobs Creation Act that was recently passed by both the House and Senate and awaits President Bush's signature. The Act contains a reduction in the corporate tax rate that will be phased in over the next five years. Media General estimates the impact to be a decrease in the company's expected income tax expense for 2005 in the range of \$865,000 to \$1.2 million, which would reduce the effective tax rate by one-half-to-one percentage point and increase earnings per share by 3.5-5.25-cents.

EBITDA (income from continuing operations before accounting change and before interest, taxes, depreciation and amortization) in the third quarter of 2004 was \$48.3 million, compared with \$42.8 million in the 2003 period. Free cash flow for the quarter (after-tax cash flow minus capital expenditures) was \$21.5 million, compared with \$19.5 million in the prior-year period, despite higher capital spending in 2004.

Media General provides 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

Visibility is somewhat limited at this time. The economy is soft and consumers are holding back spending, which is creating uncertainty about where ad spending will be. There is also uncertainty about the vitality of political spending and the degree of implementation of the September 1 newsprint price increase.

Currently, Media General expects Publishing Division revenues to increase approximately 3 percent compared to last year's fourth quarter. Classified revenues are expected to maintain their growth trend with solid gains in employment advertising. Retail revenues are expected to be stronger as a result of holiday season spending.

The company expects Broadcast Division revenues and time sales to increase approximately 15 percent over last year, driven mostly by Political campaign spending and holiday season advertising. Media General expects to provide more definitive guidance on earnings expectations for the fourth quarter as the period unfolds.

Conference Call and Webcast

Media General's management will discuss third-quarter results during a conference call today at 11 a.m. ET. The call can be accessed via a live webcast through the company's Web site <http://www.mediageneral.com> by choosing the "Live Earnings Conference" link at the top of the home page. To access the conference call, dial 1-800-475-3716 about ten minutes prior to the call. A replay of the webcast will be available at 2 p.m. today at the same Web address. A replay of the conference call is available beginning at 2 p.m. today until Oct. 22 at midnight by dialing 1-888-203-1112 or 719-457-0820 and using the passcode 940136. The full text of the prepared remarks will be available on the company's Web site shortly after the call concludes.

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 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

	Thirteen Weeks Ending		Thirty-Nine Weeks Ending	
	September 2004	September 2003	September 2004	September 2003
(Unaudited, in thousands, except per share amounts)	26,	28,	26,	28,
	2004	2003	2004	2003
Revenues	\$217,644	\$205,086	\$650,690	\$611,890
Operating costs:				
Production	94,333	89,487	280,037	267,007
Selling, general and administrative	75,876	73,089	230,757	218,021
Depreciation and amortization	15,709	16,327	49,280	49,976
Total operating costs	185,918	178,903	560,074	535,004
Operating income	31,726	26,183	90,616	76,886
Other income (expense):				
Interest expense	(7,643)	(8,409)	(23,171)	(26,262)
Investment income (loss)- unconsolidated affiliates	523	(1,044)	330	(4,552)
Other, net	335	1,295	1,028	9,530
Total other expense	(6,785)	(8,158)	(21,813)	(21,284)
Income from continuing operations before income taxes and cumulative effect of change in accounting				

principle	24,941	18,025	68,803	55,602
Income taxes	9,228	6,580	25,457	20,297

Income from continuing operations before cumulative effect of change in accounting principle	15,713	11,445	43,346	35,305
Income from discontinued operations (net of tax)	---	301	---	957
Cumulative effect of change in accounting principle (net of income tax benefit of \$3,420)	---	(8,079)	---	(8,079)
Net income	\$ 15,713	\$ 3,667	\$ 43,346	\$ 28,183

Net income per common share:

Income from continuing operations before cumulative effect of change in accounting principle	\$ 0.67	\$ 0.50	\$ 1.86	\$ 1.53
Discontinued operations	---	0.01	---	0.04
Cumulative effect of change in accounting principle	---	(0.35)	---	(0.35)
Net income	\$ 0.67	\$ 0.16	\$ 1.86	\$ 1.22

Net income per common share - assuming dilution:

Income from continuing operations before cumulative effect of change in accounting principle	\$ 0.66	\$ 0.49	\$ 1.83	\$ 1.51
Discontinued operations	---	0.01	---	0.04
Cumulative effect of change in accounting principle	---	(0.34)	---	(0.34)
Net income	\$ 0.66	\$ 0.16	\$ 1.83	\$ 1.21

Weighted-average common shares outstanding:

Basic	23,399	23,074	23,339	23,052
Diluted	23,730	23,423	23,727	23,346

Media General, Inc.
BUSINESS SEGMENTS

(Unaudited, in thousands)	Publishing	Broadcast	Interactive Media	Eliminations	Total
Quarter Ended September 26, 2004					
Consolidated revenues	\$137,659	\$ 77,308	\$ 3,526	\$ (849)	\$217,644
Segment operating cash flow	\$ 35,286	\$ 24,397	\$ (1,202)		\$ 58,481
Allocated amounts:					
Equity in net income of unconsolidated affiliate	207				207
Depreciation and amortization	(5,847)	(4,215)	(303)		(10,365)
Segment profit (loss)	\$ 29,646	\$ 20,182	\$ (1,505)		48,323
Unallocated amounts:					
Interest expense					(7,643)
Investment income-SP					
Newsprint					316
Acquisition intangibles amortization					(4,109)
Corporate expense					(9,636)
Other					(2,310)
Consolidated income from continuing operations before					

income taxes					\$ 24,941
					=====
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
					=====
Nine Months Ended September 26, 2004					
Consolidated revenues	\$413,893	\$229,434	\$ 10,010	\$ (2,647)	\$650,690
	=====	=====	=====	=====	=====
Segment operating cash flow	\$105,023	\$ 73,175	\$ (3,625)		\$174,573
Allocated amounts:					
Equity in net income of unconsolidated affiliate	355				355
Depreciation and amortization	(17,771)	(14,183)	(1,053)		(33,007)
	-----	-----	-----		-----
Segment profit (loss)	\$ 87,607	\$ 58,992	\$ (4,678)		141,921
	=====	=====	=====		=====
Unallocated amounts:					
Interest expense					(23,171)
Investment loss-SP Newsprint					(25)
Acquisition intangibles amortization					(12,327)
Corporate expense					(30,994)
Other					(6,601)

Consolidated income from continuing operations before income taxes					\$ 68,803
					=====
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
	=====

Media General, Inc.
CONSOLIDATED BALANCE SHEETS

(Unaudited, in thousands)	September 26, 2004	December 28, 2003

ASSETS		
Current assets:		
Cash and cash equivalents	\$ 9,150	\$ 10,575
Accounts receivable - net	104,738	113,226
Inventories	7,751	6,171
Other	40,534	32,649
	-----	-----
Total current assets	162,173	162,621
	-----	-----
Investments in unconsolidated affiliates	90,328	89,994
Other assets	57,922	60,277
Property, plant and equipment - net	428,146	434,088
Excess of cost over fair value of net identifiable assets of acquired businesses - net	832,004	832,004
FCC licenses and other intangibles - net	795,444	807,771
	-----	-----
Total assets	\$2,366,017	\$2,386,755
=====		
LIABILITIES AND STOCKHOLDERS' EQUITY		
Current liabilities:		
Accounts payable	\$ 21,898	\$ 22,210
Accrued expenses and other liabilities	89,406	83,424
Income taxes payable	-	8,769
	-----	-----
Total current liabilities	111,304	114,403
	-----	-----
Long-term debt	485,454	531,969
Borrowings of consolidated variable interest entities	95,320	95,320
Deferred income taxes	379,284	362,769
Other liabilities and deferred credits	146,861	174,833
Stockholders' equity	1,147,794	1,107,461
	-----	-----
Total liabilities and stockholders' equity	\$2,366,017	\$2,386,755
=====		

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

	Thirteen Weeks Ending		Thirty-Nine Weeks Ending	
	Sept. 26, 2004	Sept. 28, 2003	Sept. 26, 2004	Sept. 28, 2003
Income from continuing operations before cumulative effect of change in accounting principle	\$ 15,713	\$ 11,445	\$ 43,346	\$ 35,305
Interest	7,643	8,409	23,171	26,262
Taxes	9,228	6,580	25,457	20,297
Depreciation and amortization	15,709	16,327	49,280	49,976
EBITDA from continuing operations before cumulative effect of change in accounting principle	<u>\$ 48,293</u>	<u>\$ 42,761</u>	<u>\$141,254</u>	<u>\$131,840</u>
Income from continuing operations before cumulative effect of change in accounting principle	\$ 15,713	\$ 11,445	\$ 43,346	\$ 35,305
Depreciation and amortization	15,709	16,327	49,280	49,976
After-tax cash flow	<u>\$ 31,422</u>	<u>\$ 27,772</u>	<u>\$ 92,626</u>	<u>\$ 85,281</u>
After-tax cash flow	\$ 31,422	\$ 27,772	\$ 92,626	\$ 85,281
Capital expenditures	9,901	8,271	29,505	22,761
Free cash flow	<u>\$ 21,521</u>	<u>\$ 19,501</u>	<u>\$ 63,121</u>	<u>\$ 62,520</u>

<PAGE>

Media General Reports September Revenues

RICHMOND, Va., Oct. 15 /PRNewswire-FirstCall/ -- Media General, Inc. (NYSE: MEG) today reported September 2004 revenues of \$69.2 million, a 3.9 percent increase compared with \$66.6 million in September 2003. Publishing Division total revenues increased 3.4 percent, Broadcast Division total revenues rose 4.2 percent, and Interactive Media Division revenues were up 33.8 percent.

Media General's September results were impacted by several hurricanes and tropical storms. The company estimates that these storms led to more than \$1 million of lost revenues at the company's newspapers, television stations and online enterprises in Florida and Alabama.

For the month, newspaper advertising revenues increased \$1.3 million, or 3.7 percent, compared with last year. When online revenues from Media General's newspaper Web sites are included, as they are by many peer companies, total publishing revenues increased 3.8 percent for the month and newspaper advertising revenues rose 4.2 percent.

In the company's newspaper business, the hurricanes had the greatest impact on Classified advertising revenue because the storms largely hit on weekends when Classified advertising is typically most robust. For the month of September, Classified revenues increased \$618,000, or 4.5 percent, over last year, a lower growth rate compared to the past several months. However, excluding results from the Tampa and Alabama newspapers, Classified revenues for the month were up 13 percent. Employment lineage for the company's three metropolitan newspapers in September increased 3.7 percent, including a 13 percent decrease at The Tampa Tribune and a 20 percent increase at Richmond Times-Dispatch, while the Winston-Salem Journal's results were even with last year. Classified results were generally enhanced by higher automotive advertising at the three metros, up 6.8 percent, driven by strong results in Richmond.

Retail ROP revenues declined \$109,000 or 1 percent against a very strong September 2003 when the Richmond Times-Dispatch experienced a significant amount of one-time advertising related to the grand opening of two new upscale shopping malls. Consequently, Richmond September retail revenues were 15 percent below last year. The Florida newspapers, including The Tampa Tribune, were ahead of last year by nearly 11 percent, from gains in the financial, insurance and home furnishings categories.

National ROP revenues declined \$59,000, or 2.1 percent. The Florida newspapers experienced lower travel, financial and medical advertising, while telecommunications and automotive advertising increased. The Richmond Times-Dispatch was below last year due primarily to the absence of the significant insurance advertising that followed Hurricane Isabel in September 2003.

Preprint revenues were up \$349,000, or 5.7 percent, and nearly every newspaper reported gains. Combined Retail ROP and retail preprint revenues were \$150,000, or 1 percent, higher than last year. Combined National ROP and National preprint revenues were \$10,000, or slightly above last year.

Circulation revenues increased \$86,000, or 1.3 percent.

In the Broadcast Division, gross time sales increased \$1.9 million, or 8 percent, reflecting very strong political advertising.

Political revenues for the month were \$3.5 million compared with \$1.2 million in 2003. Most of the political dollars in September were derived from U.S. Senate races in Florida, South Carolina and North Carolina; presidential campaign advertising in Florida, Alabama and Iowa; and issue spending in Florida.

Local time sales increased \$312,000, or 2.3%, reflecting gains in services and furniture advertising that more than offset declines in the automotive, financial, and telecommunications categories.

National time sales decreased by \$715,000, or 8.5 percent, due to declines in the corporate, drug store and entertainment categories, offsetting gains in fast food and services advertising.

Interactive Media Division revenues increased 33.8 percent to \$1.1 million, driven by a nearly 40 percent increase in Classified advertising. Several Media General Web sites achieved a record number of unique visitors for the month as they served viewer's needs for hurricane and weather information. Tampa Bay Online served approximately 3.3 million unique visitors for the month compared

with 1.7 million unique visitors in September 2003.

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 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

	2004	September 2003	% Change
Revenues (000)	\$69,242	\$66,617	3.9 %
Publishing	43,865	42,421	3.4 %
Broadcast	24,557	23,564	4.2 %
Interactive Media	1,104	825	33.8 %
Eliminations	(284)	(193)	(47.2) %

Selected Publishing Revenues (000)			
By Category			
Advertising	\$36,104	\$34,800	3.7 %
Classified	14,219	13,601	4.5 %
Retail	10,422	10,531	(1.0) %
National	2,680	2,739	(2.1) %
Preprints	6,482	6,133	5.7 %
Other	2,301	1,797	28.1 %
Circulation	6,776	6,690	1.3 %
By Property			
Richmond	10,989	11,100	(1.0) %
Tampa	13,456	12,799	5.1 %
Winston-Salem	4,167	4,075	2.3 %
Community Newspapers	15,037	14,250	5.5 %

Advertising Revenues (Dailies) (000)			
Richmond	\$8,457	\$8,561	(1.2) %
Tampa	12,142	11,574	4.9 %
Winston-Salem	3,402	3,323	2.4 %
Community Newspapers	10,502	9,695	8.3 %

Broadcast Time Sales (gross) (000)	\$25,044	\$23,191	8.0 %
Local	13,829	13,517	2.3 %
National	7,744	8,459	(8.5) %
Political	3,471	1,215	---

Selected Online Total Page Views			
TBO.com (Tampa, Fla.)	45,810,809	14,503,814	215.9 %
timesdispatch.com (Richmond, Va.)	7,983,756	6,963,790	14.6 %
JournalNow.com (Winston-Salem, N.C.)	3,051,994	2,697,197	13.2 %

Note: All data are subject to later adjustment, excludes discontinued operations.

MEDIA GENERAL INC.

Revenues and Page Views

	2004	Year-to-Date 2003	% Change
Revenues (000)	\$650,690	\$611,890	6.3 %
Publishing	413,893	397,598	4.1 %
Broadcast	229,434	208,999	9.8 %
Interactive Media	10,010	7,025	42.5 %
Eliminations	(2,647)	(1,732)	(52.8) %

Selected Publishing Revenues (000)

By Category

Advertising	\$338,203	\$323,936	4.4 %
Classified	139,242	128,819	8.1 %
Retail	95,738	96,554	(0.8) %
National	23,557	24,142	(2.4) %
Preprints	60,589	58,508	3.6 %
Other	19,078	15,914	19.9 %
Circulation	66,727	64,938	2.8 %

By Property

Richmond	101,558	98,355	3.3 %
Tampa	129,479	123,904	4.5 %
Winston-Salem	39,045	39,252	(0.5) %
Community Newspapers	142,166	134,773	5.5 %

Advertising Revenues (Dailies) (000)

Richmond	\$76,920	\$74,319	3.5 %
Tampa	116,014	111,468	4.1 %
Winston-Salem	31,630	31,688	(0.2) %
Community Newspapers	97,523	91,626	6.4 %

Broadcast Time Sales (gross) (000)

Local	\$230,133	\$206,322	11.5 %
National	135,431	127,201	6.5 %
Political	77,575	75,379	2.9 %
	17,127	3,742	---

Selected Online Total Page Views

TBO.com (Tampa, Fla.)	184,575,905	122,580,467	50.6 %
timesdispatch.com (Richmond, Va.)	60,122,203	60,103,017	0.0 %
JournalNow.com (Winston-Salem, N.C.)	25,800,308	22,898,577	12.7 %

Note: All data are subject to later adjustment, excludes discontinued operations.

MEDIA GENERAL INC.

Daily Newspapers Advertising Linage*

	2004	September 2003	% Change

RICHMOND TIMES-DISPATCH			
Retail	33,789	41,959	(19.5) %
National	10,431	13,615	(23.4) %
Classified	74,673	67,081	11.3 %
Total	118,893	122,655	(3.1) %

TAMPA TRIBUNE			
Retail	44,713	38,491	16.2 %
National	15,594	14,696	6.1 %
Classified	121,436	129,773	(6.4) %
Total	181,743	182,960	(0.7) %

WINSTON-SALEM JOURNAL			
Retail	37,827	33,570	12.7 %
National	6,731	7,285	(7.6) %
Classified	56,906	58,005	(1.9) %
Total	101,464	98,860	2.6 %

COMMUNITY DAILIES			
Retail	306,674	311,434	(1.5) %
National	28,322	27,187	4.2 %
Classified	423,156	439,830	(3.8) %
Total	758,152	778,451	(2.6) %

MEDIA GENERAL DAILIES TOTAL			
Retail	423,003	425,454	(0.6) %
National	61,078	62,783	(2.7) %
Classified	676,171	694,689	(2.7) %
Total	1,160,252	1,182,926	(1.9) %

* Advertising is in column inches - full run only

MEDIA GENERAL INC.

Daily Newspapers Advertising Linage*

	2004	Year-to-Date 2003	% Change

RICHMOND TIMES-DISPATCH			
Retail	296,296	317,600	(6.7) %
National	94,659	101,610	(6.8) %
Classified	700,564	671,673	4.3 %
Total	1,091,519	1,090,883	0.1 %

TAMPA TRIBUNE			
Retail	389,678	379,561	2.7 %
National	129,528	142,278	(9.0) %
Classified	1,239,497	1,255,506	(1.3) %
Total	1,758,703	1,777,345	(1.0) %

WINSTON-SALEM JOURNAL			
Retail	336,986	326,073	3.3 %
National	73,039	72,366	0.9 %
Classified	556,508	567,116	(1.9) %
Total	966,533	965,555	0.1 %

COMMUNITY DAILIES			
Retail	2,940,479	3,020,625	(2.7) %
National	257,585	245,989	4.7 %
Classified	4,200,663	3,887,845	8.0 %
Total	7,398,727	7,154,459	3.4 %

MEDIA GENERAL DAILIES TOTAL			
Retail	3,963,439	4,043,859	(2.0) %
National	554,811	562,243	(1.3) %
Classified	6,697,232	6,382,140	4.9 %
Total	11,215,482	10,988,242	2.1 %

* Advertising is in column inches - full run only