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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 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 11, 2006**

**MEDIA GENERAL, INC.**

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*(Exact name of registrant as specified in its charter)*

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**Commonwealth of Virginia**

**1-6383**

**54-0850433**

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*(State or other jurisdiction  
of incorporation)*

*(Commission  
File Number)*

*(I.R.S. Employer  
Identification No.)*

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**333 E. Franklin St., Richmond, VA**

**23219**

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*(Address of principal executive offices)*

*(Zip Code)*

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

N/A

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*(Former name or former address, 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 240.13e-4(c))
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**Item 2.02 Results of Operations and Financial Condition.**

On October 11, 2006, the Company issued two releases announcing results for the third quarter of 2006 and revenues for the September 2006 period. A copy of these releases is furnished as Exhibit 99.1 and Exhibit 99.2

**Item 9.01 Financial Statements and Exhibits.**

d) Exhibits

99.1 Press Release issued by MEDIA GENERAL, INC., October 11, 2006.  
99.2 Press Release issued by MEDIA GENERAL, INC., October 11, 2006.

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**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 hereunto duly authorized.

Date **October 11, 2006**

**MEDIA GENERAL, INC.**

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(Registrant)

/s/ **John A. Schauss**

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John A. Schauss  
Vice President - Finance and  
Chief Financial Officer

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**Media General Reports Third-Quarter 2006 Results**

RICHMOND, Va., Oct. 11 /PRNewswire-FirstCall/ -- Media General, Inc. (NYSE: MEG) today reported net income for the third quarter of 2006 of \$20.6 million, or 87 cents per diluted share, including an after-tax gain of \$11.8 million, or 50 cents per share, from the sale of several CBS television stations. Excluding the gain, income in the third quarter was \$8.8 million, or 37 cents per share. Net income in the 2005 third quarter was \$9.8 million, or 41 cents per diluted share.

Media General announced the completion of the sale of its CBS television station in Wichita, Kan., together with its three satellite stations, on September 25, 2006. The sales of three other CBS stations are expected to close this month.

“Media General’s third-quarter profit reflects various components and the most significant relate to acquisitions and divestitures. The purchase of four NBC stations, effective the first day of the third quarter, is reflected in higher Broadcast Division profits, as well as increased interest expense and acquisition intangibles amortization,” said Marshall N. Morton, president and chief executive officer. “As expected, the acquisition immediately and significantly improved the Broadcast Division’s operating margin, and it drove meaningful growth in its revenues and segment cash flow,” he said.

“Other factors impacting our third-quarter earnings were lower Publishing Division profit and the addition of \$1.4 million in stock option expense in this period, partially offset by a \$2.6 million increase in equity income from our investment in SP Newsprint and a nearly 50 percent improvement in the operating performance of our Interactive Media Division,” said Mr. Morton.

Total revenues in the third quarter of 2006 were \$241 million, a 14.3 percent increase, including the new NBC stations. Excluding the stations, revenues increased 2.5 percent.

Publishing Division profit for the quarter declined 12 percent, reflecting a decrease in total revenues of 0.8 percent and an increase in total expenses of 1.8 percent. Newspaper advertising revenues were even with last year’s third quarter, and reflected an increase in Retail revenues offset by declines in National and Classified revenues.

Retail revenues increased 1.8 percent, driven mostly by new products and services. The Tampa Tribune and its associated daily newspapers generated a 2.3 percent increase in Retail revenues, mostly the result of higher spending in the grocery store and home improvement categories, as well as new products and special sections. At the Richmond Times-Dispatch, Retail revenues declined 1.4 percent, due to lower spending in the medical, financial and travel categories, partially offset by new products revenues. The Winston-Salem Journal generated a 9.3 percent increase in Retail revenues from new products as well as higher spending in the department store, home improvement and office supply categories. Retail revenues for the Community Newspaper group rose 0.7 percent.

Classified advertising revenues in the quarter declined less than one percent. Media General’s results included solid growth in real estate advertising, further reductions in the automotive category, and softening of help-wanted advertising in line with the deceleration of job growth in the U.S. The Richmond Times-Dispatch generated a 2.2 percent increase in Classified revenues, reflecting a 32.3 increase in real estate revenues and a 5.9 percent rise in help-wanted revenues, partially offset by a 30 percent decrease in automotive revenues. At The Tampa Tribune, Classified revenues decreased 1.9 percent, reflecting a 37 percent increase in real estate revenues, and declines of 21.9 percent and 18.4 percent in automotive and help-wanted revenues, respectively. At the Winston-Salem Journal, Classified revenues declined 7.1 percent, including a 26.6 percent decrease in automotive revenues, a 12.8 percent decrease in help-wanted revenues, and an increase of 5.3 percent in real estate revenues. The Community Newspapers group posted a 0.9 percent increase in Classified revenues.

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Help-wanted linage for the company's three metro newspapers declined 11.2 percent and revenue decreased by 8.1 percent. Employment linage at The Tampa Tribune and Richmond Times-Dispatch decreased 28.4 percent and 4.9 percent, respectively, while the Winston-Salem Journal generated an 8.8 percent increase. Real estate linage at the three metros increased 21.6 percent, and automotive linage was down 25.1 percent, reflecting further reductions in dealer spending on top of last year's cutbacks.

National advertising revenues for the quarter decreased 6.4 percent. The Richmond Times-Dispatch generated an increase of 0.6 percent, mainly the result of higher spending in the insurance and movie categories. The Winston-Salem Journal was up 8.7 percent, primarily reflecting higher telecommunications and financial advertising. These increases were offset by an 8.9 percent decline at The Tampa Tribune, which resulted from lower spending in the telecommunications, financial and automotive categories.

While Circulation revenues for the third quarter declined \$1.3 million, or 6.3 percent, approximately 55 percent of the decrease was due to the elimination of subsidies to independent carriers at several newspapers. Excluding the impact of carrier subsidies, Circulation revenues declined only 2.8 percent. Six Media General newspapers posted increases in net-paid Daily Circulation and six did so for Sunday, while overall volume decreased.

Publishing Division expense growth in the quarter was mostly the result of higher-than-normal bad debt expense and a 6.1 percent increase in depreciation and amortization, resulting from capital investment in a new printing facility and a new advertising system. Salary expense was up nominally in the quarter, due to keeping unfilled positions open, and employee benefits expense increased only 1.1 percent. Newsprint expense declined 0.9 percent, as the result of lower consumption offsetting higher prices. The average price per ton increased \$67, or 12.4 percent, from the year-ago quarter.

Broadcast Division profit for the quarter increased 83 percent to \$21.9 million, including the new stations. Excluding the new stations, segment profit increased 33 percent. Total Broadcast revenues grew 45.4 percent, to \$94.2 million, including the new stations, primarily driven by strong Political revenues. Excluding the four new stations, total revenues were up 7.2 percent. Political revenues of \$11.5 million were up from last year's \$445,000, and the new stations generated \$5.1 million of the total.

The significant growth in Political revenues was driven by the gubernatorial races in Rhode Island, Florida and Ohio and by U.S. Senate campaigns in Rhode Island, Ohio, Florida and Tennessee, augmented by issue spending in Rhode Island, Florida and Ohio.

Gross time sales increased \$34.8 million, or 55 percent, including the new stations, and gross time sales increased 9.3 percent, excluding the new stations.

Local time sales grew \$12.3 million, or 28.9 percent, including the new stations. Excluding these stations, Local time sales decreased 2.3 percent. Higher spending in the furniture, services and telecommunications categories was offset by lower automotive and fast food advertising.

National time sales increased \$11.5 million, or 55.6 percent. Excluding the new stations, National time sales rose 4.8 percent. Categories showing increases for the quarter included services, furniture and telecommunications, while the most significant category showing a decline was corporate.

Broadcast expenses for the quarter increased less than one percent, excluding the new stations, and reflected the benefit of cost-saving initiatives the division implemented earlier this year. The increase primarily reflected higher salaries and sales commissions.

Interactive Media Division revenues set a quarterly record of \$7.3 million and increased nearly 40 percent over the 2005 quarter, including Web sites associated with the new NBC stations. The growth reflected continued strong online Classified advertising, up 13.8 percent, and higher Local revenues, which increased 63.4 percent as the result of continued growth in banner and Retail advertising. National/Regional revenues more than doubled. Revenues from the Blockdot advergaming business rose 45 percent, which reflected new products and new advertisers. Page views and visitor sessions for the third quarter rose 29 percent each, including the new stations' Web sites.

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EBITDA (income from continuing operations before accounting change, interest, taxes, depreciation and amortization) in the third quarter of 2006 was \$48 million, compared with \$38.7 million in the 2005 period. After-Tax Cash Flow was \$26.4 million compared to \$25.5 million in the prior year. Free Cash Flow for the quarter (After-Tax Cash Flow minus capital expenditures) was \$1.2 million, compared with \$9.5 million in the prior-year period, reflecting a \$9.2 million increase in capital expenditures in the 2006 period.

Media General provides the non-GAAP financial metrics EBITDA, After-Tax Cash Flow, and Free Cash Flow. The company believes these metrics are useful in 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 service its debt 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

For the Publishing Division in the fourth quarter, the company currently expects revenue growth of 5 percent to 7 percent, driven mostly by the 53rd week in 2006, which occurs the last week of December.

For the Broadcast Division in the fourth quarter, gross time sales are expected to increase approximately 70 percent, including the four NBC stations. Political revenues are projected to be approximately \$25 million in the fourth quarter, including the new stations.

Media General remains cautious that its current expectations could quickly change depending on economic conditions.

#### Conference Call and Webcast

The company will hold an earnings conference call with financial analysts today at 11 a.m. ET. The conference call will be available to the media and general public through a limited number of listen-only dial-in conference lines and via simultaneous Webcast. To dial in to the call, listeners may call 1-866-770-7129 about 10 minutes prior to the 11 a.m. start. Listeners may also access the live Webcast by logging on to <http://www.mediageneral.com> and clicking on the "Live Earnings Conference" link on the homepage about 10 minutes in advance. A replay of the Webcast will be available online at <http://www.mediageneral.com> beginning at 1 p.m. today. A telephone replay is also available, beginning at 1 p.m. and ending on October 18 at 1 p.m., by dialing 1-888-286-8010 or 617-801-6888, and using the passcode 50926001.

#### 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 a multimedia company operating leading newspapers, television stations and online enterprises primarily in the Southeastern United States. The company's publishing assets include three metropolitan newspapers, The Tampa Tribune, Richmond Times-Dispatch, and Winston-Salem Journal; 22 daily community newspapers in Virginia, North Carolina, Florida, Alabama and South Carolina; and more than 150 weekly newspapers and other publications. The company's broadcasting assets currently include 26 network-affiliated television stations that reach more than 33 percent of the television households in the Southeast and nearly 10 percent of those in the United States. The company's interactive media assets include more than 75 online enterprises that are associated with its newspapers and television stations. Media General also owns a 33 percent interest in SP Newsprint Company, a manufacturer of recycled newsprint.

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Media General, Inc.  
CONSOLIDATED STATEMENTS OF OPERATIONS

	Thirteen Weeks Ending		Thirty-Nine Weeks Ending	
	Sept. 24, 2006	Sept. 25, 2005	Sept. 24, 2006	Sept. 25, 2005
<b>(Unaudited, in thousands except per share amounts)</b>				
Revenues	\$ 240,992	\$ 210,902	\$ 688,493	\$ 642,481
Operating costs:				
Production	109,270	94,873	302,791	278,632
Selling, general and administrative	87,574	78,966	256,204	238,735
Depreciation and amortization	18,695	15,583	52,902	47,092
<b>Total operating costs</b>	<b>215,539</b>	<b>189,422</b>	<b>611,897</b>	<b>564,459</b>
Operating income	25,453	21,480	76,596	78,022
Other income (expense):				
Interest expense	(16,837)	(7,097)	(32,485)	(21,956)
Investment income - unconsolidated affiliates	3,450	891	8,289	2,329
Gain on sale of Denver	—	(3)	—	33,270
Other, net	444	791	909	1,586
<b>Total other income (expense)</b>	<b>(12,943)</b>	<b>(5,418)</b>	<b>(23,287)</b>	<b>15,229</b>
Income from continuing operations before income taxes and cumulative effect of change in accounting principle	12,510	16,062	53,309	93,251
Income taxes	4,766	6,111	19,964	36,007
Income from continuing operations before cumulative effect of change in accounting principle	7,744	9,951	33,345	57,244
Discontinued operations				
Income (loss) from discontinued operations (net of tax)	1,024	(189)	2,266	200
Net gain of sale of operations (net of tax)	11,802	—	11,802	—
Cumulative effect of change in accounting principle (net of tax)	—	—	—	(325,453)
Net income (loss)	\$ 20,570	\$ 9,762	\$ 47,413	\$ (268,009)
Net income (loss) per common share:				
Income from continuing operations before cumulative effect of change in accounting principle	\$ 0.33	\$ 0.42	\$ 1.41	\$ 2.43
Discontinued operations	0.54	(0.01)	0.60	0.01
Cumulative effect of change in accounting principle	—	—	—	(13.84)
Net income (loss) *	\$ 0.87	\$ 0.41	\$ 2.01	\$ (11.40)
Net income (loss) per common share - assuming dilution:				
Income from continuing operations before cumulative effect of change in accounting principle	\$ 0.33	\$ 0.42	\$ 1.40	\$ 2.39
Discontinued operations	0.54	(0.01)	0.59	0.01
Cumulative effect of change in accounting principle	—	—	—	(13.62)
Net income (loss) *	\$ 0.87	\$ 0.41	\$ 1.99	\$ (11.22)
Weighted-average common shares outstanding:				
Basic	23,601	23,558	23,593	23,511
Diluted	23,772	23,973	23,782	23,886

\* Net income per share for the third quarter 2006 included a \$0.50 per share net gain from the disposal of certain CBS television stations. Absent this gain, income from the operations of the continuing and discontinued operations combined was \$0.37 per share.

Media General, Inc.  
BUSINESS SEGMENTS

(Unaudited, in thousands)	Publishing	Broadcast	Interactive Media	Eliminations	Total
<b>Quarter Ended September 24, 2006</b>					
Consolidated revenues	\$ 140,914	\$ 94,245	\$ 7,323	\$ (1,490)	\$ 240,992
Segment operating cash flow	\$ 30,074	\$ 27,753	\$ (114)		\$ 57,713
Allocated amounts:					
Equity in net loss of unconsolidated affiliate			(19)		(19)
Depreciation and amortization	(6,306)	(5,834)	(323)		(12,463)
Segment profit (loss)	\$ 23,768	\$ 21,919	\$ (456)		45,231
Unallocated amounts:					
Interest expense					(16,837)
Investment income-SP Newsprint					3,469
Acquisition intangibles amortization					(4,924)
Corporate expense					(10,472)
Other					(3,957)
Consolidated income from continuing operations before income taxes					\$ 12,510
<b>Quarter Ended September 25, 2005</b>					
Consolidated revenues	\$ 142,100	\$ 64,796	\$ 5,248	\$ (1,242)	\$ 210,902
Segment operating cash flow	\$ 32,960	\$ 15,953	\$ (585)		\$ 48,328
Allocated amounts:					
Equity in net income of unconsolidated affiliate			3		3
Gain on sale of Denver	(3)				(3)
Depreciation and amortization	(5,942)	(3,976)	(316)		(10,234)
Segment profit (loss)	\$ 27,015	\$ 11,977	\$ (898)		38,094
Unallocated amounts:					
Interest expense					(7,097)
Investment income-SP Newsprint					888
Acquisition intangibles amortization					(4,163)
Corporate expense					(9,556)
Other					(2,104)
Consolidated income from continuing operations before income taxes					\$ 16,062
<b>Nine Months Ended September 24, 2006</b>					
Consolidated revenues	\$ 439,928	\$ 233,176	\$ 20,039	\$ (4,650)	\$ 688,493
Segment operating cash flow	\$ 101,934	\$ 69,930	\$ (1,099)		\$ 170,765
Allocated amounts:					
Equity in net income of unconsolidated affiliate			95		95
Depreciation and amortization	(19,056)	(15,670)	(1,048)		(35,774)
Segment profit (loss)	\$ 82,878	\$ 54,260	\$ (2,052)		135,086
Unallocated amounts:					
Interest expense					(32,485)
Investment income-SP Newsprint					8,194
Acquisition intangibles amortization					(13,251)
Corporate expense					(31,884)
Other					(12,351)
Consolidated income from continuing operations before income taxes					\$ 53,309
<b>Nine Months Ended September 25, 2005</b>					
Consolidated revenues	\$ 431,993	\$ 199,303	\$ 14,671	\$ (3,486)	\$ 642,481
Segment operating cash flow	\$ 105,635	\$ 56,355	\$ (1,671)		\$ 160,319
Allocated amounts:					
Equity in net income of unconsolidated affiliates	221		162		383
Gain on sale of Denver	33,270				33,270
Depreciation and amortization	(17,590)	(12,323)	(1,169)		(31,082)
Segment profit (loss)	\$ 121,536	\$ 44,032	\$ (2,678)		162,890
Unallocated amounts:					
Interest expense					(21,956)
Investment income-SP Newsprint					1,946
Acquisition intangibles amortization					(12,165)
Corporate expense					(30,497)

Other

(6,967)

Consolidated income from continuing operations  
before income taxes and cumulative effect of  
change in accounting principle

\$ 93,251

Media General, Inc.  
CONSOLIDATED BALANCE SHEETS

(Unaudited, in thousands)	September 24, 2006	December 25, 2005
<b>ASSETS</b>		
Current assets:		
Cash and cash equivalents	\$ 14,181	\$ 14,977
Receivables		
Trade - net	127,499	117,638
Due from sale *	74,733	—
Inventories	11,440	7,808
Other	50,301	33,649
Assets of discontinued operations	60,797	115,100
	<u>338,951</u>	<u>289,172</u>
Investments in unconsolidated affiliates	89,736	83,227
Other assets	64,905	57,377
Property, plant and equipment - net	480,955	420,111
Excess of cost over fair value of net identifiable assets of acquired businesses - net	934,943	645,437
FCC licenses and other intangibles - net	726,341	480,030
	<u>2,635,831</u>	<u>1,975,354</u>
<b>Total assets</b>	<b>\$ 2,635,831</b>	<b>\$ 1,975,354</b>
<b>LIABILITIES AND STOCKHOLDERS' EQUITY</b>		
Current liabilities:		
Accounts payable	\$ 31,742	\$ 26,414
Accrued expenses and other liabilities	117,910	81,719
Liabilities of discontinued operations	2,879	3,919
	<u>152,531</u>	<u>112,052</u>
Long-term debt	970,500	389,984
Borrowings of consolidated variable interest entities	95,320	95,320
Deferred income taxes	316,436	308,129
Other liabilities and deferred credits	130,820	154,043
Stockholders' equity	970,224	915,826
	<u>2,635,831</u>	<u>1,975,354</u>
<b>Total liabilities and stockholders' equity</b>	<b>\$ 2,635,831</b>	<b>\$ 1,975,354</b>

\* Represents a receivable related to the sale of certain television stations in Kansas of approximately \$75 million; cash was received on September 25, 2006.

Media General, Inc.  
 EBITDA, After-tax Cash Flow, and Free Cash Flow

(Unaudited, in thousands)	Thirteen Weeks Ending		Thirty-Nine Weeks Ending	
	Sept. 24, 2006	Sept. 25, 2005	Sept. 24, 2006	Sept. 25, 2005
Income from continuing operations before cumulative effect of change in accounting principle*	\$ 7,744	\$ 9,951	\$ 33,345	\$ 57,244
Interest	16,837	7,097	32,485	21,956
Taxes	4,766	6,111	19,964	36,007
Depreciation and amortization	18,695	15,583	52,902	47,092
<b>EBITDA from continuing operations before cumulative effect of change in accounting principle*</b>	<b>\$ 48,042</b>	<b>\$ 38,742</b>	<b>\$ 138,696</b>	<b>\$ 162,299</b>
Income from continuing operations before cumulative effect of change in accounting principle*	\$ 7,744	\$ 9,951	\$ 33,345	\$ 57,244
Depreciation and amortization	18,695	15,583	52,902	47,092
<b>After-tax cash flow*</b>	<b>\$ 26,439</b>	<b>\$ 25,534</b>	<b>\$ 86,247</b>	<b>\$ 104,336</b>
After-tax cash flow*	\$ 26,439	\$ 25,534	\$ 86,247	\$ 104,336
Capital expenditures	25,236	16,084	69,667	48,724
<b>Free cash flow</b>	<b>\$ 1,203</b>	<b>\$ 9,450</b>	<b>\$ 16,580</b>	<b>\$ 55,612</b>

\* Year to date includes a \$33.3 million (\$19.4 million after tax) gain on the 2005 sale of the Company's investment in The Denver Post Corporation.

SOURCE Media General, Inc.

-0- 10/11/2006

/CONTACT: Investor Contact: Lou Anne Nabhan, +1-804-649-6103, or Media Contact: Ray Kozakewicz, +1-804-649-6748, both of Media General, Inc./

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/Web site: <http://www.mediageneral.com/>

(MEG)

CO: Media General, Inc.

ST: Virginia

IN: PUB TVN ADV

SU: ERN CCA ERP

**Media General Reports September Revenues**

RICHMOND, Va., Oct. 11 /PRNewswire-FirstCall/ -- Media General, Inc. (NYSE: MEG) today reported September 2006 total revenues of \$79.5 million, a 16.7 percent increase from September 2005, including the revenues of four new NBC television stations. Excluding the new stations, total revenues increased 2.4 percent in September. By business segment, Publishing Division revenues declined 2.9 percent, Broadcast Division total revenues increased 56.3 percent, or 11 percent excluding the new stations, and Interactive Media Division total revenues rose 45.6 percent.

Newspaper advertising revenues in September declined \$930,000 or 2.4 percent, and reflected decreases in all categories. Including online revenues from associated Web sites, newspaper advertising revenues decreased only 1.6 percent in September.

Retail advertising revenues declined \$330,000, or 1.9 percent. A small increase generated by the Winston-Salem Journal was more than offset by a slight decrease at The Tampa Tribune. Retail revenues for the Richmond Times-Dispatch declined 7.3 percent and primarily reflected lower spending in the financial, medical and furniture store categories. Retail revenues for the Community newspaper group declined 2.2 percent.

Classified advertising revenues decreased \$290,000, or 1.7 percent. The company's results included solid growth in real estate advertising, further spending reductions in the automotive category, and a recent softening of help-wanted advertising in line with a deceleration in job growth in the U.S. Including online revenues, total Classified advertising decreased only 1 percent in September. At The Tampa Tribune, Classified revenues declined 2.8 percent. At the Winston-Salem Journal, Classified revenues were down 6.8 percent, while the Richmond Times-Dispatch was even with last year. For the Community newspaper group, Classified revenues increased 1.5 percent.

At the company's three metro newspapers, real estate lineage increased 11.5 percent. The Tampa Tribune, which continued to benefit from a strong new-housing market in the region, generated a 13.5 percent increase in real estate Classifieds. The Richmond Times-Dispatch and the Winston-Salem Journal reported real estate advertising lineage increases of approximately 10 percent each.

Employment lineage at the three metros declined 14 percent. The Tampa Tribune's help-wanted Classifieds decreased 33.8 percent and the Richmond Times-Dispatch was down 7.1 percent. Running counter to trend, the Winston-Salem Journal generated a 9.8 percent increase in help-wanted lineage, which resulted from higher volumes from local advertisers. Automotive lineage for the three metros declined 26.3 percent for the month and reflected further spending restraint by automotive dealers.

National revenues declined \$280,000, or 8.2 percent. At the Winston-Salem Journal, revenues increased 15.1 percent, due to higher spending in the telecommunications and travel categories. The Tampa Tribune reported a decline of 8.8 percent, which mostly reflected decreases in the telecommunications and automotive categories, and at the Richmond Times-Dispatch, National revenues declined 13.3 percent, from reduced telecommunications advertising.

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While Circulation revenues declined \$380,000, or 5.9 percent, approximately 60 percent of the decrease was the result of eliminating subsidies to independent carriers at several newspapers. Excluding this impact, Circulation revenues declined only 2.4 percent. Six Media General newspapers generated increases in net-paid Daily Circulation and nine did so for Sunday, but overall volume for the month decreased.

In the Broadcast Division, gross time sales increased \$13.9 million, or 65.6 percent, including the Company's four new NBC stations. Excluding the new stations, gross time sales increased 12.1 percent.

Local time sales increased \$4.4 million, or 31.8 percent, including the new stations. Excluding these stations, Local time sales decreased 1.3 percent. Higher spending in furniture and services was offset by decreases in the corporate and financial categories.

National time sales increased \$2.9 million, or 40 percent, including the new stations. Excluding these stations, National time sales decreased 6 percent. Increases in automotive and media advertising were offset by lower spending in the telecommunications and corporate categories.

Total Political revenues of \$6.8 million compared with \$190,000 last September, and were driven by gubernatorial races in Rhode Island, Florida and Ohio and by U.S. Senate campaigns in Rhode Island, Ohio, Florida and Tennessee, augmented by issue spending in Rhode Island, Florida and Ohio. Political revenues included \$3.5 million from the four new NBC stations.

Interactive Media Division revenue growth reflected increased advertiser spending and new products in all categories. Total online advertising grew 33.8 percent. The greatest contributor to growth was increased online Classified advertising, up 10.8 percent. Local advertising increased 71 percent, and National/Regional advertising more than doubled, as a result of campaigns with national agencies across multiple Web sites. Revenues from Media General's Blockdot advergames business more than doubled from new products and new advertisers. Page views and visitor sessions for September rose more than 25 percent each, including the new stations' Web sites.

#### About Media General

Media General is a multimedia company operating leading newspapers, television stations and online enterprises primarily in the Southeastern United States. The company's publishing assets include three metropolitan newspapers, The Tampa Tribune, Richmond Times-Dispatch, and Winston-Salem Journal; 22 daily community newspapers in Virginia, North Carolina, Florida, Alabama and South Carolina; and more than 150 weekly newspapers and other publications. The company's broadcasting assets currently include 26 network-affiliated television stations that reach more than 33 percent of the television households in the Southeast and nearly 10 percent of those in the United States. The company's interactive media assets include more than 75 online enterprises that are associated with its newspapers and television stations. Media General also owns a 33 percent interest in SP Newsprint Company, a manufacturer of recycled newsprint.

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MEDIA GENERAL INC.  
Revenues and Page Views

	September		
	2006	2005	% Change
<b>Revenues (000)</b>	\$ 79,499	\$ 68,097	16.7%
Publishing	44,433	45,740	(2.9)%
Broadcast	32,989	21,110	56.3%
Interactive Media	2,406	1,652	45.6%
Eliminations	(329)	(405)	18.8%
Discontinued Operations(1)	3,632	3,292	10.3%
<b>Selected Publishing Revenues (000)</b>			
By Category			
Advertising	\$ 37,413	\$ 38,339	(2.4)%
Classified	16,465	16,750	(1.7)%
Retail	17,222	17,553	(1.9)%
National	3,090	3,366	(8.2)%
Other	636	670	(5.1)%
Circulation	6,060	6,437	(5.9)%
By Property			
Richmond	10,641	11,240	(5.3)%
Tampa	14,149	14,599	(3.1)%
Winston-Salem	4,202	4,134	1.6%
Community Newspapers	15,237	15,508	(1.7)%
<b>Advertising Revenues (000)(2)</b>			
Richmond	\$ 8,463	\$ 8,854	(4.4)%
Tampa	12,900	13,314	(3.1)%
Winston-Salem	3,373	3,338	1.0%
Community Newspapers	12,275	12,419	(1.2)%
<b>Broadcast Time Sales (gross) (000)</b>	\$ 35,028	\$ 21,148	65.6%
Local	18,223	13,826	31.8%
National	9,982	7,130	40.0%
Political	6,823	192	—
<b>Selected Online Total Page Views</b>			
TBO.com	18,491,988	18,624,758	(0.7)%
(Tampa, Fla.)			
TimesDispatch.com	9,823,843	9,587,938	2.5%
(Richmond, Va.)			
JournalNow.com	3,757,331	3,788,167	(0.8)%
(Winston-Salem, N.C.)			

Notes: All data are subject to later adjustment.

- (1) Revenues from certain broadcast and interactive media operations that the Company is divesting.
- (2) Amounts reflected included both daily and weekly newspapers.

MEDIA GENERAL INC.  
Revenues and Page Views

	Year-to-Date		
	2006	2005	% Change
<b>Revenues (000)</b>	\$ 688,493	\$ 642,481	7.2%
Publishing	439,928	431,993	1.8%
Broadcast	233,176	199,303	17.0%
Interactive Media	20,039	14,671	36.6%
Eliminations	(4,650)	(3,486)	(33.4)%
Discontinued Operations(1)	30,513	29,966	1.8%
<b>Selected Publishing Revenues (000)</b>			
By Category			
Advertising	\$ 369,021	\$ 358,511	2.9%
Classified	167,995	158,636	5.9%
Retail	164,652	161,175	2.2%
National	30,768	33,177	(7.3)%
Other	5,606	5,523	1.5%
Circulation	60,697	64,054	(5.2)%
By Property			
Richmond	103,592	103,312	0.3%
Tampa	146,147	140,124	4.3%
Winston-Salem	39,943	39,571	0.9%
Community Newspapers	148,659	147,303	0.9%
<b>Advertising Revenues (000)(2)</b>			
Richmond	\$ 81,604	\$ 80,097	1.9%
Tampa	132,501	126,381	4.8%
Winston-Salem	31,972	31,885	0.3%
Community Newspapers	119,649	117,568	1.8%
<b>Broadcast Time Sales (gross) (000)</b>	\$ 238,653	\$ 196,475	21.5%
Local	143,804	129,084	11.4%
National	79,066	66,183	19.5%
Political	15,783	1,208	—
<b>Selected Online Total Page Views</b>			
TBO.com (Tampa, Fla.)	160,888,294	171,001,782	(5.9)%
TimesDispatch.com (Richmond, Va.)	96,359,299	79,273,877	21.6%
JournalNow.com (Winston-Salem, N.C.)	32,765,540	33,112,967	(1.0)%

Notes: All data are subject to later adjustment.

- (1) Revenues from certain broadcast and interactive media operations that the Company is divesting.
- (2) Amounts reflected included both daily and weekly newspapers.

MEDIA GENERAL INC.  
Daily Newspapers Advertising Linage\*

	September		
	2006	2005	% Change
<b>Richmond Times-Dispatch</b>			
Retail	29,986	32,664	(8.2)%
National	8,103	9,822	(17.5)%
Classified	62,936	72,737	(13.5)%
Total	101,025	115,223	(12.3)%
<b>Tampa Tribune</b>			
Retail	39,037	41,400	(5.7)%
National	9,548	14,528	(34.3)%
Classified	113,916	129,720	(12.2)%
Total	162,501	185,648	(12.5)%
<b>Winston-Salem Journal</b>			
Retail	34,065	33,647	1.2%
National	7,110	5,845	21.6%
Classified	52,151	56,669	(8.0)%
Total	93,326	96,161	(2.9)%
<b>Community &amp; Associates Dailies</b>			
Retail	286,846	317,352	(9.6)%
National	17,332	25,555	(32.2)%
Classified	382,241	420,609	(9.1)%
Total	686,419	763,516	(10.1)%
<b>Media General Dailies Total</b>			
Retail	389,934	425,063	(8.3)%
National	42,093	55,750	(24.5)%
Classified	611,244	679,735	(10.1)%
Total	1,043,271	1,160,548	(10.1)%

\* Advertising is in column inches -- full run only

MEDIA GENERAL INC.  
Daily Newspapers Advertising Linage\*

	Year-to-Date		
	2006	2005	% Change
<b>Richmond Times-Dispatch</b>			
Retail	282,149	278,508	1.3%
National	84,588	92,319	(8.4)%
Classified	649,073	699,946	(7.3)%
Total	1,015,810	1,070,773	(5.1)%
<b>Tampa Tribune</b>			
Retail	394,185	402,778	(2.1)%
National	114,497	138,224	(17.2)%
Classified	1,232,977	1,245,296	(1.0)%
Total	1,741,659	1,786,298	(2.5)%
<b>Winston-Salem Journal</b>			
Retail	319,068	320,923	(0.6)%
National	70,353	77,161	(8.8)%
Classified	519,687	562,693	(7.6)%
Total	909,108	960,777	(5.4)%
<b>Community &amp; Associates Dailies</b>			
Retail	2,983,037	2,946,909	1.2%
National	177,565	262,061	(32.2)%
Classified	4,067,486	4,085,417	(0.4)%
Total	7,228,088	7,294,387	(0.9)%
<b>Media General Dailies Total</b>			
Retail	3,978,439	3,949,118	0.7%
National	447,003	569,765	(21.5)%
Classified	6,469,223	6,593,352	(1.9)%
Total	10,894,665	11,112,235	(2.0)%

\* Advertising is in column inches - full run only

SOURCE Media General

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