

## MEDIA GENERAL INC.

### Revenues and Page Views

	December			Year-to-Date		
	2006 (5 weeks)	2005 (4 weeks)	% Change	2006 (53 weeks)	2005 (52 weeks)	% Change
<b>Revenues (000)</b>	\$ 92,811	\$ 69,986	32.6 %	\$ 983,189	\$ 876,377	12.2 %
Publishing	54,519	46,132	18.2 %	601,144	587,849	2.3 %
Broadcast	36,748	22,573	62.8 %	361,472	272,875	32.5 %
Interactive Media	2,100	1,643	27.8 %	27,179	20,415	33.1 %
Eliminations	(556)	(362)	(53.6)%	(6,606)	(4,762)	(38.7)%
Discontinued Operations <sup>1</sup>	-	3,273	(100.0)%	32,078	41,560	(22.8)%
<b>Selected Publishing Revenues (000)</b>						
<i><b>By Category</b></i>						
Advertising	\$ 45,841	\$ 38,713	18.4 %	\$ 505,426	\$ 489,948	3.2 %
Classified	14,691	13,273	10.7 %	219,196	209,964	4.4 %
Retail	24,632	20,335	21.1 %	234,845	226,471	3.7 %
National	5,377	4,047	32.9 %	43,317	45,541	(4.9)%
Other	1,141	1,058	7.8 %	8,068	7,972	1.2 %
Circulation	7,550	6,460	16.9 %	81,885	85,101	(3.8)%
<i><b>By Property</b></i>						
Richmond	12,655	10,277	23.1 %	141,709	138,970	2.0 %
Tampa	17,326	15,055	15.1 %	197,398	191,987	2.8 %
Winston-Salem	5,106	4,473	14.2 %	55,105	54,307	1.5 %
Community Newspapers	19,102	16,039	19.1 %	204,495	200,104	2.2 %
<b>Advertising Revenues (000) <sup>2</sup></b>						
Richmond	\$ 9,965	\$ 8,003	24.5 %	\$ 112,041	\$ 108,119	3.6 %
Tampa	15,734	13,628	15.5 %	179,103	173,676	3.1 %
Winston-Salem	4,092	3,653	12.0 %	44,288	43,945	0.8 %
Community Newspapers	15,510	12,988	19.4 %	165,281	160,368	3.1 %
<b>Broadcast Time Sales (gross) (000)</b>	\$ 37,136	\$ 21,758	70.7 %	\$ 374,712	\$ 270,374	38.6 %
Local	22,530	14,689	53.4 %	207,932	178,333	16.6 %
National	14,222	7,065	101.3 %	116,704	90,060	29.6 %
Political	384	4	---	50,076	1,981	---
<b>Selected Online Total Page Views</b>						
TBO.com (Tampa, Fla.)	14,335,261	16,698,444	(14.2)%	206,583,416	228,815,803	(9.7)%
TimesDispatch.com (Richmond, Va.)	9,303,120	8,467,655	9.9 %	126,267,976	106,937,752	18.1 %
JournalNow.com (Winston-Salem, N.C.)	3,181,553	3,372,323	(5.7)%	43,538,915	43,929,947	(0.9)%

Notes: All data are subject to later adjustment.

<sup>1</sup> Revenues from certain broadcast and interactive media operations that the Company has divested.

<sup>2</sup> Amounts reflected included both daily and weekly newspapers.

## MEDIA GENERAL INC.

### Daily Newspapers Advertising Linage\*

	December			Year-to-Date		
	2006 (5 weeks)	2005 (4 weeks)	% Change	2006 (53 weeks)	2005 (52 weeks)	% Change
<b>Richmond Times-Dispatch</b>						
Retail	36,286	30,885	17.5 %	389,417	379,846	2.5 %
National	11,692	9,715	20.3 %	115,900	123,406	(6.1)%
Classified	61,962	50,895	21.7 %	852,524	898,985	(5.2)%
Total	109,940	91,495	20.2 %	1,357,841	1,402,237	(3.2)%
<b>Tampa Tribune</b>						
Retail	63,631	49,010	29.8 %	565,331	559,827	1.0 %
National	20,588	17,072	20.6 %	158,094	186,811	(15.4)%
Classified	108,652	116,950	(7.1)%	1,596,977	1,653,673	(3.4)%
Total	192,871	183,032	5.4 %	2,320,402	2,400,311	(3.3)%
<b>Winston-Salem Journal</b>						
Retail	42,090	41,994	0.2 %	442,466	445,451	(0.7)%
National	9,533	8,217	16.0 %	97,600	104,856	(6.9)%
Classified	49,092	46,471	5.6 %	687,141	734,889	(6.5)%
Total	100,715	96,682	4.2 %	1,227,207	1,285,196	(4.5)%
<b>Community Dailies</b>						
Retail	419,997	354,914	18.3 %	4,211,360	4,074,576	3.4 %
National	41,526	28,915	43.6 %	272,773	348,336	(21.7)%
Classified	430,053	345,950	24.3 %	5,402,083	5,314,619	1.6 %
Total	891,576	729,779	22.2 %	9,886,216	9,737,531	1.5 %
<b>Media General Dailies Total</b>						
Retail	562,004	476,803	17.9 %	5,608,574	5,459,700	2.7 %
National	83,339	63,919	30.4 %	644,367	763,409	(15.6)%
Classified	649,759	560,266	16.0 %	8,538,725	8,602,166	(0.7)%
Total	1,295,102	1,100,988	17.6 %	14,791,666	14,825,275	(0.2)%

\* Advertising is in column inches - full run only