

**MEDIA GENERAL, INC.**  
**Revenues and Page Views**

	October			Year-to-Date		
	2007	2006	% Change	2007	2006	% Change
<b>Revenues (000)</b>	\$ 97,149	\$ 110,161	(11.8)%	\$ 798,946	\$ 798,654	0.0 %
Publishing	52,516	57,782	(9.1)%	460,171	497,710	(7.5)%
Broadcast	41,747	50,219	(16.9)%	314,064	283,612	10.7 %
Interactive Media	3,565	2,800	27.3 %	30,684	22,839	34.3 %
Eliminations	(679)	(640)	(6.1)%	(5,973)	(5,507)	(8.5)%
Discontinued Operations <sup>1</sup>	-	1,565	-	-	32,078	-
<b>Selected Publishing Revenues (000)</b>						
<i><b>By Category</b></i>						
Advertising	\$ 43,435	\$ 48,936	(11.2)%	\$ 380,521	\$ 417,956	(9.0)%
Classified	16,705	21,283	(21.5)%	158,710	189,278	(16.1)%
Retail	22,561	23,013	(2.0)%	184,129	187,666	(1.9)%
National	3,565	3,845	(7.3)%	32,375	34,612	(6.5)%
Other	604	795	(24.0)%	5,307	6,400	(17.1)%
Circulation	7,415	7,508	(1.2)%	66,210	68,205	(2.9)%
<i><b>By Property</b></i>						
Richmond	13,603	14,053	(3.2)%	115,486	117,645	(1.8)%
Tampa	13,906	18,121	(23.3)%	134,884	164,268	(17.9)%
Winston-Salem	5,120	5,279	(3.0)%	42,935	45,222	(5.1)%
Community Newspapers	19,614	19,982	(1.8)%	164,871	168,641	(2.2)%
<b>Advertising Revenues (000)</b>						
Richmond	\$ 10,876	\$ 11,285	(3.6)%	\$ 91,903	\$ 92,889	(1.1)%
Tampa	11,830	16,543	(28.5)%	116,890	149,045	(21.6)%
Winston-Salem	4,153	4,257	(2.4)%	34,010	36,229	(6.1)%
Community Newspapers	16,313	16,558	(1.5)%	135,923	137,997	(1.5)%
<b>Broadcast Time Sales (gross) (000)</b>	\$ 43,254	\$ 55,422	(22.0)%	\$ 326,136	\$ 294,075	10.9 %
Local	25,541	22,181	15.1 %	199,562	165,984	20.2 %
National	14,417	12,508	15.3 %	119,106	91,574	30.1 %
Political	3,296	20,733	(84.1)%	7,468	36,517	(79.5)%
<b>Selected Online Total Page Views</b>						
Total Web Sites <sup>2</sup>	58,955,368	51,513,328	14.4 %	505,883,875	466,924,038	8.3 %
(Excluding Game Sites)						
TBO.com	22,597,158	18,521,034	22.0 %	192,183,047	175,315,155	9.6 %
(Tampa, Fla.)						
inRich/TimesDispatch.com	10,194,723	12,215,932	(16.5)%	101,450,106	112,559,405	(9.9)%
(Richmond, Va.)						
JournalNow.com	4,012,441	4,351,223	(7.8)%	38,546,742	36,754,431	4.9 %
(Winston-Salem, N.C.)						

Notes: All data are subject to later adjustment.

<sup>1</sup> Revenues from certain broadcast and interactive media operations that the Company divested in 2006.

<sup>2</sup> Web site page views exclude four NBC sites purchased in 2006 that were previously hosted by a third party.

**MEDIA GENERAL, INC.**  
Daily Newspapers

	October			Year-to Date		
	2007	2006	% Change	2007	2006	% Change
<b>Richmond Times-Dispatch</b>						
Retail	41,040	38,002	8.0 %	311,397	320,151	(2.7)%
National	11,030	10,773	2.4 %	94,785	95,361	(0.6)%
Classified	83,849	81,727	2.6 %	710,755	730,800	(2.7)%
Total	135,919	130,502	4.2 %	1,116,937	1,146,312	(2.6)%
<b>The Tampa Tribune</b>						
Retail	42,190	53,943	(21.8)%	414,592	448,128	(7.5)%
National	8,726	12,775	(31.7)%	90,704	127,272	(28.7)%
Classified	94,071	145,012	(35.1)%	946,756	1,377,989	(31.3)%
Total	144,987	211,730	(31.5)%	1,452,052	1,953,389	(25.7)%
<b>Winston-Salem Journal</b>						
Retail	35,481	42,182	(15.9)%	299,943	361,250	(17.0)%
National	8,907	10,327	(13.8)%	77,003	80,680	(4.6)%
Classified	54,401	70,064	(22.4)%	511,652	589,751	(13.2)%
Total	98,789	122,573	(19.4)%	888,598	1,031,681	(13.9)%
<b>Community Dailies</b>						
Retail	393,227	438,222	(10.3)%	3,323,700	3,421,260	(2.9)%
National	22,228	30,719	(27.6)%	187,964	208,284	(9.8)%
Classified	457,481	534,867	(14.5)%	4,298,579	4,602,354	(6.6)%
Total	872,936	1,003,808	(13.0)%	7,810,243	8,231,898	(5.1)%
<b>Media General Dailies Total</b>						
Retail	511,938	572,349	(10.6)%	4,349,632	4,550,789	(4.4)%
National	50,891	64,594	(21.2)%	450,456	511,597	(12.0)%
Classified	689,802	831,670	(17.1)%	6,467,742	7,300,894	(11.4)%
Total	1,252,631	1,468,613	(14.7)%	11,267,830	12,363,280	(8.9)%

\* Advertising is in column inches - full run only