

MEDIA GENERAL, INC.
Revenues and Page Views

	September			Year-to-Date		
	2007	2006	% Change	2007	2006	% Change
Revenues (000)	\$ 73,717	\$ 79,499	(7.3)%	\$ 701,796	\$ 688,493	1.9 %
Publishing	41,322	44,433	(7.0)%	407,655	439,928	(7.3)%
Broadcast	30,006	32,989	(9.0)%	272,317	233,176	16.8 %
Interactive Media	3,024	2,406	25.7 %	27,119	20,039	35.3 %
Eliminations	(635)	(329)	(93.0)%	(5,295)	(4,650)	(13.9)%
Discontinued Operations ¹	---	3,632	---	---	30,513	---
Selected Publishing Revenues (000)						
<i>By Category</i>						
Advertising	\$ 34,146	\$ 37,413	(8.7)%	\$ 337,086	\$ 369,021	(8.7)%
Classified	13,873	16,465	(15.7)%	142,005	167,995	(15.5)%
Retail	16,690	17,222	(3.1)%	161,568	164,652	(1.9)%
National	2,995	3,090	(3.1)%	28,810	30,768	(6.4)%
Other	588	636	(7.5)%	4,703	5,606	(16.1)%
Circulation	5,962	6,060	(1.6)%	58,795	60,697	(3.1)%
<i>By Property</i>						
Richmond	10,493	10,641	(1.4)%	101,883	103,592	(1.6)%
Tampa	11,575	14,149	(18.2)%	120,978	146,147	(17.2)%
Winston-Salem	4,103	4,202	(2.4)%	37,815	39,943	(5.3)%
Community Newspapers	14,893	15,237	(2.3)%	145,257	148,659	(2.3)%
Advertising Revenues (000)						
Richmond	\$ 8,336	\$ 8,463	(1.5)%	\$ 81,027	\$ 81,604	(0.7)%
Tampa	9,991	12,900	(22.6)%	105,060	132,501	(20.7)%
Winston-Salem	3,260	3,373	(3.4)%	29,857	31,972	(6.6)%
Community Newspapers	12,308	12,481	(1.4)%	119,609	121,438	(1.5)%
Broadcast Time Sales (gross) (000)	\$ 31,482	\$ 35,028	(10.1)%	\$ 282,882	\$ 238,653	18.5 %
Local	18,860	18,223	3.5 %	174,021	143,804	21.0 %
National	11,260	9,982	12.8 %	104,688	79,066	32.4 %
Political	1,362	6,823	(80.0)%	4,173	15,783	(73.6)%
Selected Online Total Page Views						
Total Web Sites ² (Excluding Game Sites)	46,971,840	47,417,542	(0.9)%	446,928,507	415,410,710	7.6 %
TBO.com (Tampa, Fla.)	18,603,977	19,810,362	(6.1)%	169,585,889	156,794,121	8.2 %
inRich/TimesDispatch.com (Richmond, Va.)	8,419,089	10,067,145	(16.4)%	91,255,383	100,343,473	(9.1)%
JournalNow.com (Winston-Salem, N.C.)	3,497,785	3,575,253	(2.2)%	34,534,301	32,403,208	6.6 %

Notes: All data are subject to later adjustment.

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

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

MEDIA GENERAL, INC.
Daily Newspapers Advertising Linage*

	September			Year-to Date		
	2007	2006	% Change	2007	2006	% Change
Richmond Times-Dispatch						
Retail	26,583	29,986	(11.3)%	270,357	282,149	(4.2)%
National	8,439	8,103	4.1 %	83,755	84,588	(1.0)%
Classified	68,732	62,936	9.2 %	626,906	649,073	(3.4)%
Total	103,754	101,025	2.7 %	981,018	1,015,810	(3.4)%
The Tampa Tribune						
Retail	36,757	39,037	(5.8)%	372,402	394,185	(5.5)%
National	7,386	9,548	(22.6)%	81,979	114,497	(28.4)%
Classified	79,090	113,916	(30.6)%	852,685	1,232,977	(30.8)%
Total	123,233	162,501	(24.2)%	1,307,066	1,741,659	(25.0)%
Winston-Salem Journal						
Retail	28,983	34,065	(14.9)%	264,462	319,068	(17.1)%
National	7,065	7,110	(0.6)%	68,096	70,353	(3.2)%
Classified	41,541	52,151	(20.3)%	457,251	519,687	(12.0)%
Total	77,589	93,326	(16.9)%	789,809	909,108	(13.1)%
Community Dailies						
Retail	307,342	286,846	7.1 %	2,930,473	2,983,037	(1.8)%
National	16,417	17,332	(5.3)%	165,736	177,565	(6.7)%
Classified	375,217	382,241	(1.8)%	3,841,098	4,067,486	(5.6)%
Total	698,976	686,419	1.8 %	6,937,307	7,228,088	(4.0)%
Media General Dailies Total						
Retail	399,665	389,934	2.5 %	3,837,694	3,978,439	(3.5)%
National	39,307	42,093	(6.6)%	399,566	447,003	(10.6)%
Classified	564,580	611,244	(7.6)%	5,777,940	6,469,223	(10.7)%
Total	1,003,552	1,043,271	(3.8)%	10,015,200	10,894,665	(8.1)%

* Advertising is in column inches - full run only