

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

	July			Year-to-Date		
	2008	2007	% Change	2008	2007	% Change
<b>Revenues (000)</b>						
Publishing	\$ 38,997	\$ 48,073	(18.9)%	\$ 266,243	\$ 317,629	(16.2)%
Broadcast	26,131	28,207	(7.4)%	183,273	191,214	(4.2)%
Interactive Media	3,730	3,529	5.7 %	21,962	20,747	5.9 %
Eliminations	(554)	(604)	8.3 %	(3,830)	(3,906)	1.9 %
Total Revenues	\$ 68,304	\$ 79,205	(13.8)%	\$ 467,648	\$ 525,684	(11.0)%
Discontinued Operations <sup>1</sup>	\$ 1,482	\$ 3,320	(55.4)%	\$ 18,211	\$ 21,823	(16.6)%

**Selected Publishing Revenues by Category (000)**

Classified	\$ 11,646	\$ 17,262	(32.5)%	\$ 81,099	\$ 114,619	(29.2)%
Retail	17,239	19,532	(11.7)%	116,293	127,842	(9.0)%
National	2,429	3,238	(25.0)%	18,228	23,016	(20.8)%
Other	481	529	(9.1)%	3,344	3,560	(6.1)%
Total Advertising	\$ 31,795	\$ 40,561	(21.6)%	\$ 218,964	\$ 269,037	(18.6)%
Circulation	\$ 5,873	\$ 6,074	(3.3)%	\$ 37,641	\$ 39,199	(4.0)%

**Broadcast Time Sales (gross) (000)**

Local	\$ 17,093	\$ 17,382	(1.7)%	\$ 118,452	\$ 122,147	(3.0)%
National	8,213	10,824	(24.1)%	61,995	74,333	(16.6)%
Political	1,477	474	211.6 %	8,726	1,556	---
Total Time Sales	\$ 26,783	\$ 28,680	(6.6)%	\$ 189,173	\$ 198,036	(4.5)%

**Online Total Page Views (000)**

Total Web Sites (Excluding Advertising Services)	72,063	66,322	8.7 %	444,864	407,186	9.3 %
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Notes: All data are subject to later adjustment.

<sup>1</sup> Discontinued operations include the following TV Stations: WMBB in Panama City, Florida; KALB/NALB in Alexandria, Louisiana; WNEG in Toccoa, Georgia; WTVQ in Lexington, Kentucky and WCWJ in Jacksonville, Florida.