

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

	September			Year-to-Date		
	2008	2007	% Change	2008	2007	% Change
<b>Revenues (000)</b>						
Publishing	\$ 32,628	\$ 40,318	(19.1)%	\$ 332,142	\$ 397,843	(16.5)%
Broadcast	24,355	26,646	(8.6)%	237,207	244,330	(2.9)%
Interactive Media	3,216	2,975	8.1 %	28,599	26,730	7.0 %
Eliminations	(535)	(610)	12.3 %	(4,899)	(5,117)	4.3 %
Total Revenues	<u>\$ 59,664</u>	<u>\$ 69,329</u>	<u>(13.9)%</u>	<u>\$ 593,049</u>	<u>\$ 663,786</u>	<u>(10.7)%</u>
Discontinued Operations <sup>1</sup>	<u>\$ 832</u>	<u>\$ 3,384</u>	<u>(75.4)%</u>	<u>\$ 19,845</u>	<u>\$ 28,207</u>	<u>(29.6)%</u>

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

Classified	\$ 9,024	\$ 13,873	(35.0)%	\$ 99,340	\$ 142,005	(30.0)%
Retail	14,299	16,690	(14.3)%	145,660	161,568	(9.8)%
National	2,422	2,995	(19.1)%	23,012	28,810	(20.1)%
Other	539	588	(8.3)%	4,432	4,703	(5.8)%
Total Advertising	<u>\$ 26,284</u>	<u>\$ 34,146</u>	<u>(23.0)%</u>	<u>\$ 272,444</u>	<u>\$ 337,086</u>	<u>(19.2)%</u>
Circulation	<u>\$ 5,167</u>	<u>\$ 4,961</u>	<u>4.2 %</u>	<u>\$ 47,636</u>	<u>\$ 48,995</u>	<u>(2.8)%</u>

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

Local	\$ 14,795	\$ 16,777	(11.8)%	\$ 151,113	\$ 154,726	(2.3)%
National	6,941	10,413	(33.3)%	80,093	96,274	(16.8)%
Political	4,035	811	---	14,721	2,666	---
Total Time Sales	<u>\$ 25,771</u>	<u>\$ 28,001</u>	<u>(8.0)%</u>	<u>\$ 245,927</u>	<u>\$ 253,666</u>	<u>(3.1)%</u>

**Online Total Page Views (000)**

Total Web Sites (Excluding Advertising Services and Discontinued Operations)	61,104	51,848	17.9 %	571,548	513,449	11.3 %
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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.