

MEDIA GENERAL, INC.
Revenues and Page Views

	March			Year-to-Date		
	2008	2007	% Change	2008	2007	% Change
Revenues (000)						
Publishing	\$ 35,820	\$ 44,660	(19.8)%	\$ 113,590	\$ 136,335	(16.7)%
Broadcast	24,769	25,341	(2.3)%	74,731	75,637	(1.2)%
Interactive Media	2,717	2,701	0.6 %	7,667	7,926	(3.3)%
Eliminations	(501)	(517)	3.1 %	(1,524)	(1,634)	6.7 %
Total Revenues	<u>\$ 62,805</u>	<u>\$ 72,185</u>	<u>(13.0)%</u>	<u>\$ 194,464</u>	<u>\$ 218,264</u>	<u>(10.9)%</u>
Discontinued Operations ¹	<u>\$ 2,893</u>	<u>\$ 2,809</u>	<u>3.0 %</u>	<u>\$ 8,841</u>	<u>\$ 8,689</u>	<u>1.7 %</u>
Selected Publishing Revenues by Category (000)						
Classified	\$ 11,371	\$ 15,887	(28.4)%	\$ 35,698	\$ 49,514	(27.9)%
Retail	15,541	18,294	(15.0)%	48,420	54,279	(10.8)%
National	2,310	3,483	(33.7)%	8,006	10,136	(21.0)%
Other	465	559	(16.8)%	1,285	1,503	(14.5)%
Total Advertising	<u>\$ 29,687</u>	<u>\$ 38,223</u>	<u>(22.3)%</u>	<u>\$ 93,409</u>	<u>\$ 115,432</u>	<u>(19.1)%</u>
Circulation	<u>\$ 4,925</u>	<u>\$ 5,228</u>	<u>(5.8)%</u>	<u>\$ 16,065</u>	<u>\$ 16,936</u>	<u>(5.1)%</u>
Broadcast Time Sales (gross) (000)						
Local	\$ 15,664	\$ 16,581	(5.5)%	\$ 46,956	\$ 49,120	(4.4)%
National	9,373	10,385	(9.7)%	25,838	30,263	(14.6)%
Political	554	177	213.0 %	4,440	336	---
Total Time Sales	<u>\$ 25,591</u>	<u>\$ 27,143</u>	<u>(5.7)%</u>	<u>\$ 77,234</u>	<u>\$ 79,719</u>	<u>(3.1)%</u>
Selected Online Total Page Views						
Total Web Sites (Excluding Blockdot)	61,086,359	49,692,301	22.9 %	193,755,088	172,134,724	12.6 %

Notes: All data are subject to later adjustment.

¹ 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.