

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

	December			Year-to-Date		
	2007 (4 Weeks)	2006 (5 Weeks)	% Change	2007 (52 Weeks)	2006 (53 Weeks)	% Change
<b>Revenues (000)</b>	\$ 70,576	\$ 91,194	(22.6)%	\$ 932,181	\$ 964,857	(3.4)%
Publishing	40,025	54,519	(26.6)%	544,757	601,144	(9.4)%
Broadcast	28,476	35,128	(18.9)%	358,367	343,118	4.4 %
Interactive Media	2,690	2,094	28.5 %	36,181	27,113	33.4 %
Eliminations	(615)	(547)	(12.4)%	(7,124)	(6,518)	(9.3)%
Discontinued Operations <sup>1</sup>	1,461	1,617	(9.6)%	19,071	50,409	(62.2)%
<b>Selected Publishing Revenues (000)</b>						
<i>By Category</i>						
Advertising	\$ 32,825	\$ 45,841	(28.4)%	\$ 450,494	\$ 505,426	(10.9)%
Classified	9,397	14,691	(36.0)%	179,671	219,196	(18.0)%
Retail	19,599	24,632	(20.4)%	225,728	234,845	(3.9)%
National	2,890	5,377	(46.3)%	38,357	43,317	(11.5)%
Other	939	1,141	(17.7)%	6,738	8,068	(16.5)%
Circulation	5,943	7,550	(21.3)%	78,190	81,885	(4.5)%
<i>By Property</i>						
Richmond	9,705	12,655	(23.3)%	136,162	141,709	(3.9)%
Tampa	10,751	17,326	(37.9)%	158,337	197,398	(19.8)%
Winston-Salem	4,100	5,106	(19.7)%	51,622	55,105	(6.3)%
Community Newspapers	15,158	19,102	(20.6)%	196,033	204,495	(4.1)%
<b>Advertising Revenues (000)</b>						
Richmond	\$ 7,580	\$ 9,965	(23.9)%	\$ 108,263	\$ 112,041	(3.4)%
Tampa	9,120	15,734	(42.0)%	136,985	179,103	(23.5)%
Winston-Salem	3,268	4,092	(20.1)%	41,037	44,288	(7.3)%
Community Newspapers	12,556	15,727	(20.2)%	161,870	167,705	(3.5)%
<b>Broadcast Time Sales (gross) (000)</b>	\$ 28,237	\$ 35,512	(20.5)%	\$ 371,336	\$ 355,689	4.4 %
Local	17,165	21,366	(19.7)%	226,691	195,407	16.0 %
National	10,094	13,762	(26.7)%	137,070	111,874	22.5 %
Political	978	384	154.7 %	7,575	48,408	(84.4)%
<b>Selected Online Total Page Views</b>						
Total Web Sites <sup>2</sup> (Excluding Game Sites)	41,193,764	45,963,596	(10.4)%	590,626,285	553,826,557	6.6 %
TBO.com (Tampa, Fla.)	15,104,333	16,469,103	(8.3)%	222,837,372	205,518,112	8.4 %
inRich/TimesDispatch.com (Richmond, Va.)	7,029,756	11,282,114	(37.7)%	116,440,503	134,036,554	(13.1)%
JournalNow.com (Winston-Salem, N.C.)	3,067,754	3,719,910	(17.5)%	44,825,717	43,860,023	2.2 %

Notes: All data are subject to later adjustment.

<sup>1</sup> Revenues from certain broadcast and interactive media operations that the Company is currently divesting as well as those 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 Advertising Linage**

	December			Year-to Date		
	2007	2006	% Change	2007	2006	% Change
<b>Richmond Times-Dispatch</b>						
Retail	30,738	36,286	(15.3)%	374,805	389,417	(3.8)%
National	10,866	11,692	(7.1)%	115,655	115,900	(0.2)%
Classified	52,268	61,962	(15.6)%	823,298	852,524	(3.4)%
Total	93,872	109,940	(14.6)%	1,313,758	1,357,841	(3.2)%
<b>The Tampa Tribune</b>						
Retail	42,434	63,631	(33.3)%	504,253	565,331	(10.8)%
National	9,481	20,588	(53.9)%	107,816	158,094	(31.8)%
Classified	63,297	108,652	(41.7)%	1,077,427	1,596,977	(32.5)%
Total	115,212	192,871	(40.3)%	1,689,496	2,320,402	(27.2)%
<b>Winston-Salem Journal</b>						
Retail	28,880	42,090	(31.4)%	360,462	442,466	(18.5)%
National	7,891	9,533	(17.2)%	92,188	97,600	(5.5)%
Classified	37,871	49,092	(22.9)%	593,171	687,141	(13.7)%
Total	74,642	100,715	(25.9)%	1,045,821	1,227,207	(14.8)%
<b>Community Dailies</b>						
Retail	317,722	419,997	(24.4)%	3,981,157	4,211,360	(5.5)%
National	16,176	41,526	(61.0)%	224,121	272,773	(17.8)%
Classified	356,991	430,053	(17.0)%	5,001,726	5,402,083	(7.4)%
Total	690,889	891,576	(22.5)%	9,207,004	9,886,216	(6.9)%
<b>Media General Dailies Total</b>						
Retail	419,774	562,004	(25.3)%	5,220,677	5,608,574	(6.9)%
National	44,414	83,339	(46.7)%	539,780	644,367	(16.2)%
Classified	510,427	649,759	(21.4)%	7,495,622	8,538,725	(12.2)%
Total	974,615	1,295,102	(24.7)%	13,256,079	14,791,666	(10.4)%

\* Advertising is in column inches - full run only