

MEDIA GENERAL, INC.
Revenues and Page Views

| | April | | | Year-to-Date | | |
|--------------------------------------|------------------|------------------|----------------|-------------------|-------------------|----------------|
| | 2008 | 2007 | % Change | 2008 | 2007 | % Change |
| Revenues (000) | | | | | | |
| Publishing | \$ 44,944 | \$ 52,424 | (14.3)% | \$ 158,534 | \$ 188,759 | (16.0)% |
| Broadcast | 30,636 | 33,313 | (8.0)% | 105,367 | 108,950 | (3.3)% |
| Interactive Media | 3,765 | 3,261 | 15.5 % | 11,432 | 11,187 | 2.2 % |
| Eliminations | (601) | (656) | 8.4 % | (2,125) | (2,290) | 7.2 % |
| Total Revenues | <u>\$ 78,744</u> | <u>\$ 88,342</u> | <u>(10.9)%</u> | <u>\$ 273,208</u> | <u>\$ 306,606</u> | <u>(10.9)%</u> |
| Discontinued Operations ¹ | <u>\$ 3,502</u> | <u>\$ 3,696</u> | <u>(5.2)%</u> | <u>\$ 12,343</u> | <u>\$ 12,385</u> | <u>(0.3)%</u> |

Selected Publishing Revenues by Category (000)

| | | | | | | |
|-------------------|------------------|------------------|----------------|-------------------|-------------------|----------------|
| Classified | \$ 13,404 | \$ 18,879 | (29.0)% | \$ 49,102 | \$ 68,393 | (28.2)% |
| Retail | 20,274 | 21,455 | (5.5)% | 68,693 | 75,734 | (9.3)% |
| National | 2,899 | 3,622 | (20.0)% | 10,905 | 13,759 | (20.7)% |
| Other | 600 | 640 | (6.3)% | 1,886 | 2,143 | (12.0)% |
| Total Advertising | <u>\$ 37,177</u> | <u>\$ 44,596</u> | <u>(16.6)%</u> | <u>\$ 130,586</u> | <u>\$ 160,029</u> | <u>(18.4)%</u> |
| Circulation | <u>\$ 6,109</u> | <u>\$ 6,331</u> | <u>(3.5)%</u> | <u>\$ 22,174</u> | <u>\$ 23,267</u> | <u>(4.7)%</u> |

Broadcast Time Sales (gross) (000)

| | | | | | | |
|------------------|------------------|------------------|---------------|-------------------|-------------------|---------------|
| Local | \$ 20,883 | \$ 21,145 | (1.2)% | \$ 67,839 | \$ 70,265 | (3.5)% |
| National | 10,230 | 12,160 | (15.9)% | 36,067 | 42,424 | (15.0)% |
| Political | 1,274 | 353 | 260.9 % | 5,714 | 689 | --- |
| Total Time Sales | <u>\$ 32,387</u> | <u>\$ 33,658</u> | <u>(3.8)%</u> | <u>\$ 109,620</u> | <u>\$ 113,378</u> | <u>(3.3)%</u> |

Selected Online Total Page Views (000)

| | | | | | | |
|---|--------|--------|-------|---------|---------|-------|
| Total Web Sites (Excluding Advertising Services) | 68,400 | 68,122 | 0.4 % | 262,155 | 240,257 | 9.1 % |
|---|--------|--------|-------|---------|---------|-------|

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.