

**Belo**  
**Monthly Revenue and Statistics**  
**October 2006**

**Revenue (Note 1):**  
(Dollars in thousands)

	October			YTD		
	2006	2005	Change	2006	2005	Change
<i>Number of Sundays</i>	5	5	-	44	44	-
<b>Net Operating Revenues</b>						
Television Group*	82,862	65,081	27.3%	630,017	576,869	9.2%
Newspaper Group	70,737	74,788	-5.4%	675,257	676,833	-0.2%
<b>Total Net Operating Revenues</b>	153,599	139,869	9.8%	1,305,273	1,253,703	4.1%
<b>Television Group*</b>						
Spot Revenue	76,482	59,287	29.0%	569,255	519,650	9.5%
All Other Revenue	6,379	5,795	10.1%	60,761	57,220	6.2%
<b>Total Television Group</b>	82,862	65,081	27.3%	630,017	576,869	9.2%
<b>Newspaper Group</b>						
Ad Revenue	58,150	62,284	-6.6%	554,888	565,377	-1.9%
All Other Revenue	12,587	12,504	0.7%	120,368	111,456	8.0%
<b>Total Newspaper Group</b>	70,737	74,788	-5.4%	675,257	676,833	-0.2%

**Supplemental Newspaper Advertising Revenue Data**

	October % Change				YTD % Change			
	DMN	PJ	PE	Group	DMN	PJ	PE	Group
Retail**	0.5%	0.1%	-13.1%	-1.4%	-7.8%	-5.2%	-4.4%	-6.6%
General**	-9.0%	-36.9%	-22.1%	-12.4%	-2.9%	-35.8%	-17.2%	-7.1%
Classified Total	-12.6%	-4.1%	-4.4%	-9.0%	-4.5%	2.3%	4.6%	-0.9%
Automotive	-20.7%	-22.6%	-11.9%	-19.2%	-16.0%	-16.4%	-13.3%	-15.5%
Employment	-8.5%	-12.2%	-13.7%	-10.4%	3.7%	-7.2%	-5.2%	-0.8%
Real Estate	-15.9%	-11.0%	11.8%	-6.9%	-5.1%	8.1%	26.4%	7.3%
<b>Total Advertising Revenue</b>	-6.3%	-6.8%	-7.5%	-6.6%	-3.0%	-0.8%	0.6%	-1.9%

Note 1: Certain amounts have been reclassified to conform to the current year presentation.

\* This segment includes Belo's television stations and cable news operations.

\*\* Does not include internet-related revenue.

DMN - *The Dallas Morning News*

PJ - *The Providence Journal*

PE - *The Press-Enterprise*

**Linage (Note 1):**

	<u>October</u>			<u>YTD</u>		
	<u>2006</u>	<u>2005</u>	<u>Change</u>	<u>2006</u>	<u>2005</u>	<u>Change</u>
<i>Number of Sundays</i>	5	5	-	44	44	-

## FULL RUN ROP

(Measured in six-column SAU inches)

***The Dallas Morning News (Note 2)***

Retail	67,305	77,234	-12.9%	648,316	760,167	-14.7%
General	20,994	28,021	-25.1%	205,750	259,110	-20.6%
Classified	<u>112,589</u>	<u>135,171</u>	-16.7%	<u>1,139,118</u>	<u>1,244,507</u>	-8.5%
<b>TOTAL</b>	200,888	240,426	-16.4%	1,993,184	2,263,784	-12.0%

***The Providence Journal***

Retail	55,120	60,208	-8.5%	498,687	545,765	-8.6%
General	2,509	3,686	-31.9%	24,834	41,323	-39.9%
Classified	<u>38,537</u>	<u>45,859</u>	-16.0%	<u>381,556</u>	<u>422,412</u>	-9.7%
<b>TOTAL</b>	96,166	109,753	-12.4%	905,077	1,009,500	-10.3%

***The Press-Enterprise***

Retail	27,177	25,492	6.6%	233,270	256,806	-9.2%
General	8,577	11,538	-25.7%	91,648	115,807	-20.9%
Classified	<u>77,885</u>	<u>87,418</u>	-10.9%	<u>797,492</u>	<u>806,847</u>	-1.2%
<b>TOTAL</b>	113,639	124,448	-8.7%	1,122,410	1,179,460	-4.8%

Note 1: Certain amounts have been reclassified to conform to the current year presentation.

Note 2: Linage is for *The Dallas Morning News* newspaper only. Linage for the *Denton Record-Chronicle*, *Al Dia*, and *Quick* is not included due to the difference in their circulation versus *The Dallas Morning News*.

Source: Internal Records