

Journal Communications, Inc.
Publishing Segment Information (unaudited)
(dollars in thousands)

Publishing revenue by category:

	First period of 2007 (A)			First period of 2006 (A)			% Change Daily	% Change CN&S	% Change Total
	Daily Newspaper	Community Newspapers & Shoppers	Total	Daily Newspaper	Community Newspapers & Shoppers	Total			
Advertising revenue:									
Retail	\$ 5,491	\$ 3,126	\$ 8,617	\$ 5,801	\$ 3,334	\$ 9,135	(5.3)	(6.2)	(5.7)
Classified	4,902	590	5,492	4,779	637	5,416	2.6	(7.4)	1.4
National	734	--	734	965	--	965	(23.9)	N/A	(23.9)
Direct Marketing	331	--	331	380	--	380	(12.9)	N/A	(12.9)
Other	--	82	82	--	35	35	N/A	134.3	134.3
Total advertising revenue	11,458	3,798	15,256	11,925	4,006	15,931	(3.9)	(5.2)	(4.2)
Circulation revenue	3,948	202	4,150	3,988	220	4,208	(1.0)	(8.2)	(1.4)
Other revenue	833	1,432	2,265	570	1,544	2,114	46.1	(7.3)	7.1
Total revenue	\$ 16,239	\$ 5,432	\$ 21,671	\$ 16,483	\$ 5,770	\$ 22,253	(1.5)	(5.9)	(2.6)

(A) 2007 first period: January 1, 2007 to January 28, 2007.

2006 first period: December 26, 2005 to January 22, 2006.

NOTE:

Publishing segment information is provided to facilitate comparison of our publishing segment results with those of other publishing companies and is not representative of the overall business of Journal Communications or its operating results. The revenues for the period are not necessarily indicative of the results that may be expected for the fiscal year ending December 30, 2007.

Journal Communications, Inc.

Publishing Segment Information, continued (unaudited)

Daily newspaper's core newspaper advertising lineage by category and core newspaper and shared mail preprint pieces:

	First period (A)		% Change
	2007	2006	
Advertising lineage (inches):			
Full run			
Retail	35,964	40,918	(12.1)
Classified	42,524	47,222	(9.9)
National	3,236	6,141	(47.3)
Total full run	81,724	94,281	(13.3)
Part run	3,434	6,212	(44.7)
Total advertising lineage	85,158	100,493	(15.3)
Preprint pieces (in thousands)	61,170	62,623	(2.3)

Full pages of advertising and revenue per page of our community newspapers and shoppers:

Full pages of advertising:			
Community newspapers	4,578	5,436	(15.8)
Shoppers and specialty products	6,468	6,815	(5.1)
Total full pages of advertising	11,046	12,251	(9.8)
Revenue per page	\$ 310.97	\$ 297.40	4.6

(A) 2007 first period: January 1, 2007 to January 28, 2007.

2006 first period: December 26, 2005 to January 22, 2006.

NOTE: Publishing segment information is provided to facilitate comparison of our publishing segment results with those of other publishing companies and is not representative of the overall business of Journal Communications or its operating results. All data are subject to later adjustment.

Journal Communications, Inc.
Broadcasting Segment Information (unaudited)
(dollars in thousands)

Broadcasting revenue by radio and television:

	<u>First period of 2007 (A)</u>			<u>First period of 2006 (A)</u>			<u>% Change Radio</u>	<u>% Change Television</u>	<u>% Change Total</u>
	<u>Radio</u>	<u>Television</u>	<u>Total</u>	<u>Radio</u>	<u>Television</u>	<u>Total</u>			
Revenue	<u>\$ 4,863</u>	<u>\$ 9,142</u>	<u>\$ 14,005</u>	<u>\$ 4,741</u>	<u>\$ 8,808</u>	<u>\$ 13,549</u>	2.6	3.8	3.4

(A) 2007 first period: January 1, 2007 to January 28, 2007.
2006 first period: December 26, 2005 to January 22, 2006.

NOTE: Broadcasting segment information is provided to facilitate comparison of our broadcasting segment results with those of other broadcasting companies and is not representative of the overall business of Journal Communications or its operating results. The revenues for the period are not necessarily indicative of the results that may be expected for the fiscal year ending December 30, 2007.