



Lee Enterprises Reports October Revenue Statistics

November 20, 2002

DAVENPORT, Iowa--(BUSINESS WIRE)--Nov. 20, 2002--Lee Enterprises, Incorporated (NYSE:LEE), reported today that, excluding the effects of acquisitions and divestitures, publishing revenue in October increased

- 4.3 percent compared with the previous year. Total advertising revenue increased 4.7 percent. Retail advertising revenue increased 5.9 percent. Classified revenue increased 2.6 percent, with employment advertising down 10.5 percent, automotive advertising up 5.3 percent, real estate advertising up 2.3 percent, other newspaper classified categories up 7.1 percent, and classified in alternative publications up 18.3 percent. National advertising revenue, a small category for Lee, increased 4.6 percent.

Circulation revenue was the same as a year ago. Online revenue increased 45.7 percent.

Including the results of acquisitions and divestitures, total publishing revenue increased 61.0 percent. Beginning in September 2002, Lee has revised its presentation of equity in earnings of associated companies to exclude those amounts from revenue.

Lee Enterprises is based in Davenport, Iowa. Lee owns 38 daily newspapers and a joint interest in six others, along with associated online services. Lee also owns more than 175 weekly newspapers, shoppers and classified and specialty publications. Its stock is traded on the New York Stock Exchange under the symbol LEE. More information about Lee Enterprises is available at www.lee.net.

The monthly and year-to-date statistical information follows.

LEE ENTERPRISES, INCORPORATED
Revenue and Statistical Summary
October 2002
(Unaudited)

Publishing Revenue -- Operating Basis (1)

(Thousands)	October and Year to Date		
	2002	2001	%
	(2)	(2)(3)	
Advertising:			
Retail.....	\$ 17,758	\$ 16,767	5.9 %
National.....	1,109	1,060	4.6
Classified:			
Daily Newspapers:			
Employment.....	2,560	2,860	(10.5)
Automotive.....	2,316	2,200	5.3
Real Estate.....	1,952	1,909	2.3
All Other.....	1,921	1,794	7.1
Alternative publications.....	1,850	1,564	18.3
Total Classified.....	10,599	10,327	2.6
Total Advertising.....	29,466	28,154	4.7
Circulation.....	8,500	8,503	--
Online.....	768	527	45.7
Other.....	5,848	5,566	5.1
Total -- Same Property Operating Basis.....	44,581	42,750	4.3
Equity Basis Adjustment...	(9,189)	(8,684)	5.8
Acquired/Divested Properties and Other...	20,561	681	NM
Total Publishing Revenue.....	\$ 55,953	\$ 34,747	61.0 %

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Daily Newspaper Advertising -- Operating Basis (1)

(Thousands of Inches)	October and Year to Date		
	2002	2001	%
	(2)	(2)(3)	
Retail.....	620	633	(2.1)%
National.....	33	36	(8.3)
Classified.....	553	562	(1.6)
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Total, Same Property Operating Basis.....	1,206	1,231	(2.0)%
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Notes to Revenue and Statistical Summary:

- (1) Operating basis includes 100% of the revenue and statistical information of Madison Newspapers, Inc. (MNI), which for financial reporting purposes is reported using the equity method of accounting. Lee owns 50% of the stock of MNI.
- (2) The month and year to date had one more Thursday and one fewer Monday than the prior period.
- (3) Previously reported same-property data has been restated for comparative purposes to exclude acquired/divested properties.
- (4) The Company's fiscal year ends on September 30.
- (5) The Company disclaims responsibility for updating information beyond release date.

The Private Securities Litigation Reform Act of 1995 provides a "Safe Harbor" for forward-looking statements. This release contains information that may be deemed forward-looking and that is based largely on the Company's current expectations and is subject to certain risks, trends and uncertainties that could cause actual results to differ materially from those anticipated. Among such risks, trends and other uncertainties are changes in advertising demand, newsprint prices, interest rates, labor costs, legislative and regulatory rulings and other results of operations or financial conditions, difficulties in integration of acquired businesses or maintaining employee and customer relationships and increased capital and other costs. The words "may," "will," "would," "could," "believes," "expects," "anticipates," "intends," "plans," "projects," "considers" and similar expressions generally identify forward-looking statements. Readers are cautioned not to place undue reliance on such forward-looking statements, which are made as of the date of this release. The Company does not publicly undertake to update or revise its forward-looking statements.

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