FORM 11-K

(Mark one)

X ANNUAL REPORT PURSUANT TO SECTION 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934 [FEE REQUIRED] for the fiscal year ended December 31, 1993, or

TRANSITION REPORT PURSUANT TO SECTION 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934 [NO FEE REQUIRED] for the transition period from

Commission file number 1-6961

The Gannett Co., Inc. 401(k) Savings Plan

Gannett Co., Inc. 1100 Wilson Boulevard Arlington, Virginia 22234

> THE GANNETT CO., INC. 401(k) SAVINGS PLAN FINANCIAL STATEMENTS AND SCHEDULES DECEMBER 31, 1993

THE GANNETT CO., INC. 401(k) SAVINGS PLAN INDEX TO FINANCIAL STATEMENTS AND SCHEDULES DECEMBER 31, 1993

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All other schedules are not required or applicable.

REPORT OF INDEPENDENT ACCOUNTANTS

To the Gannett Retirement Plan Committee and Participants of The Gannett Co., Inc. 401(k) Savings Plan

In our opinion, the accompanying statement of net assets available for benefits and the related statement of changes in net assets available for benefits present fairly, in all material respects, the financial status of The Gannett Co., Inc. 401(k) Savings Plan at December 31, 1993 and the changes in its financial status for the year then ended, in conformity with generally accepted accounting principles. These financial statements are the responsibility of the plan administrator; our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit of these statements in accordance with generally accepted auditing standards which require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements, assessing the accounting principles used and significant estimates made by the plan administrator and evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for the opinion expressed above.

Our audit was made for the purpose of forming an opinion on the basic financial statements taken as a whole. The additional information included in schedules I and II is presented for purposes of additional analysis and is not a required part of the basic financial statements but is additional information required by ERISA. Such information has been subjected to the auditing procedures applied in the audit of the basic financial statements and, in our opinion, is fairly stated in all material respects in relation to the basic financial statements taken as a whole.

Price Waterhouse

Washington, D.C. June 9, 1994

THE GANNETT CO., INC. 401(k) SAVINGS PLAN STATEMENT OF NET ASSETS AVAILABLE FOR BENEFITS

	_			December 31,
	Allocated	ecember 31, 1993 Unallocated		- 1992 Total
Assets				
Cash	\$ 14,172		\$ 14,172	\$ 564,658
Investments, at market value (cost of \$178,216,932 and \$133,606,753 for 1993 and 1992, respectively):				
Gannett Co., Inc. common stock	34,053,674	\$55,402,600		73,235,447
Other common stocks	35,414,092	1,742	35,414,092	21,045,313
Pooled funds Insurance contracts	31,180,461 49,424,894	1,742	31,182,203 49,424,894	19,444,136 35,809,903
Participant loans	2,826,850		2,826,850	1,471,783
Total investments	152,899,971	55, 404, 342	208,304,313	151,006,582
Receivables:				
Employer contribution	21,281		21,281	19,873
Employee contributions	114,740		114,740	325,758
Interest and dividends	331,385	321,860	653,245	,
Securities sold	335,625		335,625	410,932
Other receivables	6,601		6,601	
Total receivables	809,632	321,860	1,131,492	1,335,971
Accrued allocation of 10,794 shares of Gannett Co., Inc. common stock for November and December 1993, at market	610,134	(610,134)		
Total assets	154,333,909	55,116,068	209,449,977	152,907,211
Liabilities				
Due to broker for securities Note payable	416,973	27,226,984	27,226,984	
Total liabilities	416,973		27,643,957	33,577,895
Net assets available for benefits		\$27,889,084 =======	\$181,806,020	\$119,329,316

See accompanying notes to financial statements.

THE GANNETT CO., INC. 401(k) SAVINGS PLAN STATEMENT OF CHANGES IN NET ASSETS AVAILABLE FOR BENEFITS

		nded December 3 Unallocated	1, 1993 Total	Year Ended December 31, 1992 Total
Contributions: Employer Employee Allocation of 78,974 and 79,548 shares, respectively, of	\$ 511,570 28,316,688	\$ 6,743,661	\$ 7,255,231 28,316,688	
Gannett Co., Inc. common stock, at market	4,080,669		4,080,669	3,788,299
Total contributions	32,908,927	6,743,661	39,652,588	37,391,500
Investment income (loss): Interest and dividends Realized losses Unrealized gains	4,818,404 (131,202) 8,345,329	1,304,351 6,314,975	(131, 202)	(1,075,898) 9,234,218
Net investment income		7,619,326		12,361,131
Transfer from other plans	16,923,031		16,923,031	29,935,000
Total additions	62,864,489	14,362,987	77,227,476	79,687,631
Interest expense Allocation of 78,974 and 79,548 shares, respectively, of Gannett Co., Inc. common	2,163	2,714,657	2,716,820	3,213,406
stock, at market Benefits paid to participants Administrative expenses	7,618,226 335,057	4,080,669	4,080,669 7,618,226 335,057	
Total deductions	7,955,446	6,795,326	14,750,772	
Net increase	54,909,043	7,567,661	62,476,704	67,085,014
Net assets available for benefits: Beginning of period		20,321,423	119,329,316	52,244,302
End of period	\$153,916,936 =======	\$27,889,084 =======	\$181,806,020 =======	, ,

See accompanying notes to financial statements.

THE GANNETT CO., INC. 401(k) SAVINGS PLAN NOTES TO FINANCIAL STATEMENTS **DECEMBER 31, 1993**

NOTE 1 - DESCRIPTION OF THE PLAN

General

The Gannett 401(k) Savings Plan (the Plan) was formed on June 1, 1990 as a voluntary defined contribution plan covering eligible employees of Gannett Co., Inc. (the Company) and its participating subsidiaries. Generally all employees of the Company hired prior to July 1, 1990 who are scheduled to work at least 1,000 hours during each year of employment are eligible to participate. Employees covered under collective bargaining agreements are eligible to participate in the Plan only if participation has been bargained. Eligible employees hired on or after July 1, 1990 may participate in the Plan on the January first following their date of hire. The Plan is qualified under Section 401(a) and 4975 (e)(7) and exempt from federal income taxes under Section 501(a) of the Internal Revenue Code.

The Plan purchased Company common stock using the proceeds of a borrowing from the Company and holds the stock in a trust established under the Plan. The borrowing is to be repaid over a period of up to thirty years by fully deductible Company contributions to the trust fund. As the Plan makes each payment of principal and interest, an appropriate percentage of stock will be allocated to eligible employees' accounts in accordance with the Plan agreement.

The borrowing is collateralized by the unallocated shares of stock. The financial statements of the Plan present separately the assets and liabilities and changes therein pertaining to:

- the accounts of employees with vested rights in allocated stock plus employee contributions (Allocated) and stock not yet allocated to employees (Unallocated).

Administration of Plan Assets

The Plan assets are managed under a trust agreement with Boston Safe Deposit and Trust Company (the Trustee). The Gannett Retirement Plan Committee serves as the plan administrator.

Plan Benefits

Company common stock is allocated to employees to the extent necessary to provide the monthly matching contribution. Investment income is allocated to participants' accounts based upon the relationship among their account balances on the last day of each month. Forfeitures are applied

against future employer contributions. Participants become fully vested in the Company match after 3 years of service, including years of service prior to July 1, 1990.

Upon early termination, disability or death, participants or their beneficiaries are generally eligible to receive their benefits in a lump sum. Upon retirement, employees may elect to receive either a lump sum payment or installment payments. Limited hardship withdrawals are also available.

Participant Loans

Effective January 1, 1992, participant loans became available. Under the terms of the Plan, participants may borrow from their accounts up to 50% of their vested account balance, excluding the Company matching contributions and their earnings, with a minimum loan of \$500 up to a maximum of \$50,000. The loans are secured by the balance in the participants' accounts and bear interest at prime rate plus 1% and are amortized over a period not to exceed five years.

Voting Rights

VULLING RIGHTS

Each participant is entitled to exercise voting rights attributable to the shares allocated to their account and is notified by the Trustee prior to the time that such rights are to be exercised. The Trustee is not permitted to vote any share for which instructions have not been given by a participant. The Trustee will vote the unallocated shares in the same ratio as participants vote the allocated shares.

Funding Policy

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A participant may contribute on a pre-tax basis any whole percentage amount of up to 10 percent of compensation for a payroll period. The Company will generally match 25 percent of the first 4 percent of compensation that a participant contributes. The maximum annual participant contribution for 1993 was \$8,994.

The Company is obligated to make contributions in cash to the Plan which, when aggregated with the Plan's dividends and interest earnings, equal the amount necessary to enable the Plan to make its regularly scheduled payments of principal and interest due on its term loan.

Plan Termination

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Although the Company has not expressed an intent to terminate the Plan agreement, it may do so at any time. In the event of Plan termination, the accounts of all participants will become fully vested and the assets will be distributed in accordance with the Employee Retirement Income Security Act of 1974.

See the Plan agreement for additional information.

NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The accompanying financial statements have been prepared in accordance with generally accepted accounting principles in all material respects.

Valuation of Investments

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Common stocks are valued based on prices quoted by major exchanges. Investments in pooled funds are valued according to the market value of assets held by the pooled fund. Insurance contracts are carried at cost which approximates market value as determined by the issuer of the contracts.

Revenue Recognition

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Contributions are recorded by the Plan at the time they are accrued by the employer. Income on plan investments is accrued when earned and gains or losses on such investments are recorded when realized. Changes in unrealized appreciation or depreciation of Plan investments during the year are included in the accompanying statement of changes in net assets available for benefits.

Administrative Expenses

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Certain administrative expenses, such as investment management fees and trustee fees, are paid by the Plan and are recognized on a cash basis. Management estimates that such cash basis amounts would not be materially different on an accrual basis. Other administrative expenses of the Plan, such as recordkeeping fees, are paid by the Company.

NOTE 3 - INVESTMENT FUNDS

Employees have the following investment options:

Fixed Income Fund

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The Fixed Income Fund invests in contracts with one or more major insurance companies.

Diversified Fund

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The Diversified Fund primarily invests in common stocks, however, based on market conditions, monies may be invested in bonds and other securities.

Gannett Stock Fund

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The Gannett Stock Fund primarily invests in the Company's common stock.

Active Bond Fund

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The Active Bond Fund invests in fixed income investments including corporate and government bonds and notes, mortgage-backed bonds, mortgages, private placement loans, money market instruments, nondollar bonds and financial futures and options on futures.

Money Market Fund

The Money Market Fund invests in high-quality, short-term and intermediate-term fixed income investments.

All employee contributions and certain employer contributions are initially deposited into an interest-bearing Holding Account and then transferred to the appropriate investment fund based on the employees' investment elections.

NOTE 4 - LOAN PAYABLE

In 1990, the Plan entered into a \$50,000,000 term loan agreement with the Company. The proceeds of the loan were used to purchase 1,250,000 shares of the Company's common stock. Unallocated shares are collateral for the loan. The agreement provides for the loan to be repaid over a period of up to thirty years. The loan bears interest at nine percent, payable monthly.

NOTE 5 - TRANSFERS FROM OTHER PLANS

Effective October 1, 1992, the Gannett Employee Savings Plan (the Savings Plan), a supplement to the Gannett Retirement Plan, was merged into the Plan. Participants with account balances in the Savings Plan had the option to either receive their account balances in a lump sum payment or transfer their account balance to the Plan. During 1992, \$29,935,000 of the Savings Plan assets were transferred into the Plan with the remaining \$100,268 transferred in 1993.

Effective July 1, 1993, the following profit sharing plans were merged into the Plan; Citizen Publishing Company Plan, Green Bay Press-Gazette Employee Profit Sharing Plan, Wausau-Merrill Daily Herald Savings and Profit Sharing Plan, and the Free Press Profit Sharing Plan. A total of \$16,822,763 was transferred into the Plan as a result of these mergers.

NOTE 6 - NET ASSETS AND CHANGES IN NET ASSETS BY INVESTMENT FUND

The following information presents the net assets and changes in net assets for the year ended December 31, 1993 by investment fund.

THE GANNETT CO., INC. 401(k) SAVINGS PLAN NET ASSETS AVAILABLE FOR BENEFITS BY INVESTMENT FUND DECEMBER 31, 1993

	Holding Account	Fixed Income Fund	Diversified Fund	Gannett Stock Fund	Active Bond Fund	Money Market Fund	Loan Fund	Total Allocated
Assets								
Cash Investments, at market value (cost of \$139,505,950 and \$91,712,304, respectively):	\$ 11,768	\$ 1	\$ 2,401		\$ 1	\$ 1		\$ 14,172
Gannett Co., Inc. common stock Other common stocks Pooled funds Insurance contracts Participant loans	2,201,350	1,241,220 49,424,894	35,414,092 13,300,800	\$34,053,674 417,029	9,923,317	4,096,745	\$2,826,850	34,053,674 35,414,092 31,180,461 49,424,894 2,826,850
Total investments	2,201,350	50,666,114	48,714,892	34,470,703	9,923,317	4,096,745	2,826,850	152,899,971
Receivables: Employer contribution Employee contributions Interest and dividends Securities sold Other receivable	21,281 114,740 9,396 6,601	1,577	103,394 335,625	191,797	333	10,443	14,445	21,281 114,740 331,385 335,625 6,601
Total receivables	152,018	1,577	439,019	191,797	333	10,443	14,445	809,632
Accrued allocation of 10,794 shares of Gannett Co., Inc. common stock for November and December 1993, at market				610,134				610,134
Total assets	2,365,136	50,667,692	49,156,312	35,272,634	9,923,651	4,107,189	2,841,295	154,333,909
Liabilities								
Due to broker for securities purchased				416,973				416,973
Net assets available for benefits	\$2,365,136 =======	\$50,667,692 =======	\$49,156,312 =======	\$34,855,661 =======		\$4,107,189 =======	\$2,841,295 =======	\$153,916,936 ======

THE GANNETT CO., INC. 401(k) SAVINGS PLAN CHANGES IN NET ASSETS AVAILABLE FOR BENEFITS BY INVESTMENT FUND FOR THE YEAR ENDED DECEMBER 31, 1993

	Holding Account	Fixed Income Fund	Diversified Fund	Gannett Stock Fund	Active Bond Fund	Money Market Fund	Loan Fund	Total Allocated
Contributions: Employer Employee Allocation of 78,974 shares of Gannett Co., Inc. common	\$ 235,457 28,302,221			\$ 276,113 14,467				\$ 511,570 28,316,688
stock, at market				4,080,669				4,080,669
Total	28,537,678			4,371,249				32,908,927
Investment income (loss): Interest and dividends Realized (losses) gains Unrealized gains	123,147	\$ 2,559,722	\$ 735,711 (134,531) 4,349,679	667,315 3,718,325	3,173	\$ 154,101 156 773	\$ 117,650	4,818,404 (131,202) 8,345,329
Net investment income	123,147	2,559,722	4,950,859	4,385,640	740,483	155,030	117,650	13,032,531
Transfer from other plans: Gannett profit sharing & savings plans	16,923,031							16,923,031
Total additions	45,583,856	2,559,722	4,950,859	8,756,889	740,483	155,030	117,650	62,864,489
Deductions: Benefits paid to participants Interest expense Administrative expenses	108,369 6,150	3,461,594 42,972	1,612,127 2,163 213,966	1,390,592 12,712	·	693,461 20,105		7,618,226 2,163 335,057
Total deductions	114,519	3,504,566	1,828,256	1,403,304	391,235	713,566		7,955,446
Net increase (decrease)	45,469,337	(944, 844)	3,122,603	7,353,585	349, 248	(558, 536)	117,650	54,909,043
Interfund transfers, net	(45,218,186)	15,068,439	18,478,840	6,702,001	4,127,389	(402,858)	1,244,375	
Net assets available for benefits: Beginning of year	2,113,985	36,544,097	27,554,869	20,800,075	5,447,014	5,068,583	1,479,270	99,007,893
End of year	\$ 2,365,136	\$50,667,692	\$49,156,312	\$34,855,661	\$9,923,651	\$4,107,189	\$2,841,295	\$153,916,936

Schedule I

THE GANNETT CO., INC 401(k) SAVINGS PLAN SCHEDULE OF INVESTMENTS DECEMBER 31, 1993

12,000	Shares/ Par Value	Description 	Cost	Market Value
29,000		Common Stocks		
14,900 Altel Corp. 331,970 413,000 12,900 Bausch & Lomb, Inc. 565,842 613,000 12,900 Bausch & Lomb, Inc. 585,842 613,000 18,900 Baurlington Res. Inc. 588,336 487,500 18,900 Burlington Res. Inc. 768,873 18,900 Burlington Res. Inc. 768,873 18,900 Compusare Corp. 414,126 648,875 17,900 Compusare Corp. 414,126 648,875 15,900 Compusare Corp. 694,398 779,685 15,900 Crown Cork & Seal, Inc. 572,375 579,000 15,900 Dillard Dept. Stores, Inc. 572,375 579,000 15,900 Dillard Dept. Stores, Inc. 572,375 579,000 15,900 Exxon Corp. 694,398 729,000 16,900 Exxon Corp. 699,313 631,256 15,900 Gillette Co. 855,650 894,375 15,900 Gillette Co. 855,650 894,375 15,900 Gillette Co. 926,417 799,000 17,900 Home Depot Inc. 926,417 799,000 17,900 Home Depot Inc. 926,417 799,000 18,900 International Paper Co. 311,440 374,900 11,000 International Paper Co. 734,629 745,256 12,000 Kimbyl Corp. 732,765 640,000 16,000 Johnson & Johnson 737,087 718,000 16,000 Johnson & Johnson 737,087 718,000 16,000 Micro Marker Corp. 834,800 552,256 16,000 Micro Marker Corp. 834,800 552,256 16,000 Micro Marker Corp. 834,800 552,256 16,000 Micro Marker Corp. 634,800 552,256 16,000 Micro Marker Corp. 634,800 552,256 17,900 Micro Marker Corp. 634,800 552,256 18,000 Micro Micro Marker Corp. 634,800 552,256 18,000 Micro Micro Micro Mortal Inc. 822,600 1,800,000 19,000 Micro Micro Micro Mortal Inc. 837,507 19,000 Micro Micro Micro Mortal Inc. 838,537 19,000 Micro Micro Micro Micro Micro Mortal Inc. 838,537 19,000 Micro M	20,000		\$ 265,150	\$ 477,500
12,000 Bauxch & Lomb, Inc. 568,042 615,000 10,000 Barter Intl. Inc. 588,036 487,500 10,000 Burlington Res. Inc. 424,950 422,756 20,000 Cellular Communications Inc. 768,875 935,000 11,000 Colgate Palmolive Co. 568,645 686,125 11,000 Compusare Corp. 414,126 442,000 Compusare Corp. 414,126 442,000 Compusare Corp. 694,398 707,000 Corp. 414,126 442,000 Compusare Corp. 694,398 707,000 Corp. 414,126 442,000 Corp. 419,000 Corp. 694,398 707,000 Corp. 694,398 707,000 Corp. 694,172,23 662,126 12,000 Corp. 694,172,23 662,126 12,000 Corp. 696,313 681,256 12,000 Corp. 407,140 374,000 Corp. 407,400 Corp. 407,400 Soc. 40	•			413,000
20,000	12,000	Amoco Corp.	673,380	634,500
10,000 Burlington Res. Inc. 20,000 Cellular Communications Inc. 2768,875 935,000 11,000 Colgate Palmolive Co. 568,645 686,125 11,000 Congusare Corp. 41,41,126 442,000 41,900 Cone Mis Corp. 57,000 Communications Inc. 570,375 570,000 11,600 Colgate Palmolive Co. 58,000 Ellar Orp. 58,000 Dillard Dept. Stores, Inc. 572,375 570,000 11,000 Ellar Orp. 58,000 Dillard Dept. Stores, Inc. 58,000 Ellar Orp. 58,000 Ellar Orp. 58,000 Ellar Orp. 58,000 Ellar Orp. 59,000 Ellar Orp. 51,000 Colgate Palmolive Co. 51,000 Colgate Palmolive Colgate Col	12,000		565,842	615,000
20,000 Cellular Communications Inc. 768,875 933,000 11,000 Colgate Palmolive Co. 568,645 686,125 17,000 Compusare Corp. 414,126 442,000 41,900 Compusare Corp. 694,398 707,065 15,000 Circom Cork & Seal, Inc. 470,263 628,125 15,000 Cillard Dept. Stores, Inc. 572,375 570,000 10,000 El Paso Nature Gas Co. 651,600 720,000 11,000 Exon Corp. 659,313 631,255 15,000 Gillette Co. 855,659 834,377 15,000 Gillette Co. 855,659 834,377 17,000 Home Depot Inc. 926,417 790,000 17,000 Home Edpot Inc. 926,417 790,000 17,000 Home Edpot Inc. 926,417 790,000 17,000 Home Edpot Inc. 926,417 790,000 11,000 International Paper Co. 314,744 9374,007 11,000 International Paper Co. 734,629 745,755 30,000 Litel Corp. 722,765 840,000 11,000 Kimberly Clark Corp. 585,532 622,500 12,000 Kirby Corp. 299,639 534,377 12,000 Kirby Corp. 299,639 534,375 15,000 Loctite Corp. 634,800 551,256 15,000 Loctite Corp. 644,800 551,256 15,000 Meyer Fred Inc. 576,516 756,000 11,000 Meyer Fred Inc. 576,000 11,000 Meyer Fred Meyer	'			487,500
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20,000 Sybron Corp. 11,000 Texaco Inc. 10,000 Union Pacific Corp. 15,000 US Healthcare Inc. 10,000 Union Pacific Corp. 10,000 Upjohn Co. 10,000 Upjohn Co. 10,000 Upjohn Co. 10,000 Upjohn Co. 10,000 Total diversified fund 10,000 Total diversified fund 10,000 Total common stocks 10,000 Total stocks 10,000 T	7,000	Schering Plough Corp.	389,625	479,500
11,000 Texaco Inc. 682,008 712,256 10,000 Union Pacific Corp. 644,950 626,256 15,000 US Healthcare Inc. 697,430 864,375 10,000 Upjohn Co. 301,938 290,006 6,000 Xtra Corp. 262,770 286,506 Total diversified fund 29,450,329 35,414,092 594,824 Gannett Co., Inc. (Gannett Stock Fund) 26,894,585 34,053,674 Total common stocks 56,344,914 69,467,766 Pooled Funds	20,000	Sherwin Williams Co.	588,775	715,000
10,000 Union Pacific Corp. 646,950 626,256 15,000 US Healthcare Inc. 697,430 864,375 10,000 Upjohn Co. 301,938 290,006 6,000 Xtra Corp. 262,770 286,506 Total diversified fund 29,450,329 35,414,092 594,824 Gannett Co., Inc. (Gannett Stock Fund) 26,894,585 34,053,674 Total common stocks 56,344,914 69,467,766 Pooled Funds		Sybron Corp.		640,000
15,000 US Healthcare Inc. 697,430 864,375 10,000 Upjohn Co. 301,938 299,006 6,000 Xtra Corp. 262,770 286,506 Total diversified fund 29,450,329 35,414,092 594,824 Gannett Co., Inc. (Gannett Stock Fund) 26,894,585 34,053,674 Total common stocks 56,344,914 69,467,766 Pooled Funds				712,250
10,000 Upjohn Co. Xtra Corp. 262,770 286,506 Total diversified fund 29,450,329 35,414,092 594,824 Gannett Co., Inc. (Gannett Stock Fund) 26,894,585 34,053,674 Total common stocks 56,344,914 69,467,766 Pooled Funds The Boston Company, Inc. Pooled Employee Funds Daily Liquidity Fund 17,161,184 17,161,184 80,561 Morgan Managed Bond Fund 9,454,067 9,725,002 3,867 Morgan Commingled Fund Liquidity Fund 3,867,000 3,867,000 406 Morgan Common Fund Reserve Fund 427,041 427,275 Total pooled funds 30,909,292 31,180,463 Insurance Contracts 782,394 Peoples Security Life Insurance Co., 5,38%, due 6/30/96 5,782,394 5,782,394 602,026 Canada Life Assurance Co.				626,250
70 Atra Corp. 262,770 286,506 Total diversified fund 29,450,329 35,414,092 594,824 Gannett Co., Inc. (Gannett Stock Fund) 26,894,585 34,053,674 Total common stocks 56,344,914 69,467,766 Pooled Funds Pooled Funds 161,184 The Boston Company, Inc. Pooled Employee Funds Daily Liquidity Fund 17,161,184 17,161,184 80,561 Morgan Managed Bond Fund 9,454,067 9,725,002 3,867 Morgan Commingled Fund Liquidity Fund 3,867,000 3,867,000 406 Morgan Common Fund Reserve Fund 427,041 427,275 Total pooled funds 30,909,292 31,180,463 Insurance Contracts 1782,394 Peoples Security Life Insurance Co., 5,38%, due 6/30/96 5,782,394 5,782,394				
Total diversified fund 29,450,329 35,414,092 594,824 Gannett Co., Inc. (Gannett Stock Fund) 26,894,585 34,053,674 Total common stocks 56,344,914 69,467,766 Pooled Funds The Boston Company, Inc. Pooled Employee Funds Daily Liquidity Fund 17,161,184 17,161,184 80,561 Morgan Managed Bond Fund 9,454,067 9,725,002 3,867 Morgan Commingled Fund Liquidity Fund 3,867,000 3,867,006 406 Morgan Common Fund Reserve Fund 427,041 427,275 Total pooled funds 30,909,292 31,180,463 Insurance Contracts 782,394 Peoples Security Life Insurance Co., 5.38%, due 6/30/96 5,782,394 5,782,394 Pooled Funds 5,782,394 5,782,394				
Total diversified fund 29,450,329 35,414,092 594,824 Gannett Co., Inc. (Gannett Stock Fund) 26,894,585 34,053,674 Total common stocks 56,344,914 69,467,766 Pooled Funds	6,000	xtra Corp.		
Total common stocks 56,344,914 69,467,766 Pooled Funds 161,184 The Boston Company, Inc. Pooled Employee Funds Daily Liquidity Fund 17,161,184 17,161,184 80,561 Morgan Managed Bond Fund 9,454,067 9,725,002 3,867 Morgan Commingled Fund Liquidity Fund 3,867,000 3,867,000 406 Morgan Common Fund Reserve Fund 427,041 427,275 Total pooled funds 30,909,292 31,180,461 Insurance Contracts 1.782,394 Peoples Security Life Insurance Co., 5.38%, due 6/30/96 5,782,394 5,782,394 Conada Life Assurance Co.		Total diversified fund		35,414,092
Total common stocks 56,344,914 69,467,766 Pooled Funds	594,824	Gannett Co., Inc. (Gannett Stock Fund)		34,053,674
Pooled Funds		Total common stocks		69,467,766
161,184 The Boston Company, Inc. Pooled				
Employee Funds Daily Liquidity Fund 17,161,184 17,161,184 80,561 Morgan Managed Bond Fund 9,454,067 9,725,002 3,867 Morgan Commingled Fund Liquidity Fund 3,867,000 3,867,000 406 Morgan Common Fund Reserve Fund 427,041 427,275 Total pooled funds 30,909,292 31,180,461 Insurance Contracts				
80,561 Morgan Managed Bond Fund 9,454,067 9,725,002 3,867 Morgan Commingled Fund Liquidity Fund 3,867,000 3,867,006 406 Morgan Common Fund Reserve Fund 427,041 427,275 Total pooled funds 30,909,292 31,180,461 Insurance Contracts 782,394 Peoples Security Life Insurance Co., 5.38%, due 6/30/96 5,782,394 5,782,394 O02,026 Canada Life Assurance Co.	, 161, 184		17 101 101	17 101 101
3,867 Morgan Commingled Fund Liquidity Fund 3,867,000 3,867,000 406 Morgan Common Fund Reserve Fund 427,041 427,275 Total pooled funds 30,909,292 31,180,461 Insurance Contracts	90 E61			
406 Morgan Common Fund Reserve Fund 427,041 427,275 Total pooled funds 30,909,292 31,180,461 Insurance Contracts			, ,	
Total pooled funds 30,909,292 31,180,461 Insurance Contracts 782,394 Peoples Security Life Insurance Co., 5.38%, due 6/30/96 5,782,394 5,782,394 O02,026 Canada Life Assurance Co.				
Total pooled funds 30,909,292 31,180,461 Insurance Contracts 782,394 Peoples Security Life Insurance Co., 5.38%, due 6/30/96 5,782,394 5,782,394 Canada Life Assurance Co.	400	norgan common rana keserve rana		
Insurance Contracts 782,394 Peoples Security Life Insurance Co., 5.38%, due 6/30/96 5,782,394 5,782,394 002,026 Canada Life Assurance Co.		Total pooled funds	30,909,292	31,180,461
.782,394 Peoples Security Life Insurance Co., 5.38%, due 6/30/96 5,782,394 5,782,394 .002,026 Canada Life Assurance Co.				
5.38%, due 6/30/96 5,782,394 5,782,394 ,002,026 Canada Life Assurance Co.	782 204			
,002,026 Canada Life Assurance Co.	, 102, 394		5 782 304	5 782 304
	. 002 . 026		5,102,334	5,102,554
4.73/0. UUC 12/29/90 8 00/ 0/0 8 00/ 0/0	, 502, 526	4.73%, due 12/29/95	8,002,026	8,002,026

8,402,440	Prudential Asset Mgmt Co.	0 100 110	0 100 110	
5,044,326	8.19%, due 6/30/95 Principal Mutual Co.	8,402,440	8,402,440	
5,044,320	4.87%, due 12/31/96	5,044,326	5,044,326	
6,385,326	Provident Life & Accident Insurance Co.,	-, - · · ·,	-,,	
	5.25%, due 7/1/96	6,385,326	6,385,326	
5,120,811	Great-West Life & Annuity Insurance Co.,			
0 607 201	4.85%, due 6/30/96	5,120,811	5,120,811	
8,687,301	Metropolitan Life 4.82%, due 6/30/97	8,687,301	8,687,301	
2,000,270	Protective Life	0,001,001	0,001,001	
, ,	5.06%, due 12/31/96	2,000,270	2,000,270	
	Total insurance contracts	49,424,894	49,424,894	
2,826,849	Participant loans	2,826,850	2,826,850	
2,020,040	rar crospant round			
	Total allocated	139,505,950	152,899,971	
	UNALLOCATED			
967,731	Gannett Co., Inc. common stock	38,709,240	55,402,600	*
1,742	The Boston Company, Inc. Pooled			
	Employee Funds Daily Liquidity Fund	1,742	1,742	
	Total unallocated	38,710,982	55,404,342	
	Total analioacou			
	Total investments	\$ 178,216,932	\$ 208,304,313	
		=========	=========	

^{*} Represents in excess of 5% of net assets available for benefits.

This schedule was prepared from data certified by Boston Safe Deposit and Trust Company.

Schedule II

THE GANNETT CO., INC. 401(k) SAVINGS PLAN SCHEDULE OF TRANSACTIONS AND SERIES OF TRANSACTIONS IN EXCESS OF 5% OF THE CURRENT VALUE OF PLAN ASSETS FOR THE YEAR ENDED DECEMBER 31, 1993

Description	Mature Purchases Sales		Gair Proceeds (Loss	
Common Stock				
Gannett Co., Inc.	31 P	\$ 6,329,074		
Pooled Funds				
The Boston Company, Inc. Pooled Employee Funds Daily Liquidity Fund Boston Safe and Deposit Trust Late Money Deposit Account - Liquidity Fund	368 P 277 S 4 P 4 S	90,883,961 82,656,077 9,416,468 9,416,468	\$82,656,077 9,416,468	
Morgan Liquidity Fund	56 P 64 S	6,307,000 7,019,000	7,019,000	
Insurance Contracts				
Peoples Security Life Insurance Co., 5.38%, due 6/30/96 Canada Life Assurance Co.	7 S 26 P 7 P	1,640,179 4,619,067 8,187,485	1,640,179	
4.73%, due 12/29/95 Metropolitan Life 4.82%, due 6/30/97	1 S 7 P	185,459 8,687,300	185,459	
Prudential Asset Management	5 P 1 M	338,936 9,577,293	9,577,293	

This schedule was prepared from data certified by Boston Safe Deposit and Trust Company.

SIGNATURES

The Plan. Pursuant to the requirements of the Securities Exchange Act of 1934, the trustees (or other persons who administer the employee benefit plan) have duly caused this annual report to be signed on its behalf by the undersigned hereunto duly authorized.

THE GANNETT CO., INC. 401(k) SAVINGS PLAN

s/ Jimmy L. Thomas

Date: June 29, 1994

Name: Jimmy L. Thomas Title: Senior Vice President/ Financial Services and Treasurer

CONSENT OF INDEPENDENT ACCOUNTANTS

We hereby consent to the incorporation by reference in the Registration Statement on Form S-8 (No. 33-35305) of Gannett Co., Inc. of our report dated June 9, 1994 on the financial statements of The Gannett Co., Inc. 401(k) Savings Plan which appears in this Form 11-K for the year ended December 31, 1993.

PRICE WATERHOUSE

Washington, D.C. June 27, 1994