

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

**CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934**

Date of Report (date of earliest event reported):

January 26, 2005

GANNETT CO., INC.

(Exact name of registrant as specified in charter)

Delaware (State or Other Jurisdiction of Incorporation or Organization of Registrant)	1-6961 (Commission File Number)	16-0442930 (I.R.S. Employer Identification No.)
7950 Jones Branch Drive, McLean, Virginia (Address of principal executive offices)	(703) 854-6000 (Registrant's telephone number, including area code)	22107-0910 (Zip Code)
	Not Applicable (Former name or former address, if changed since last report.)	

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 2.02 Results of Operations and Financial Condition.

On January 26, 2005, Gannett Co., Inc. reported its consolidated financial results for the fourth quarter and year ended December 26, 2004. On January 26, 2005, the company also issued a press release announcing the company's statistical report for the period and quarter ended December 26, 2004. Copies of these press releases are furnished with this report as exhibits.

SIGNATURE

Pursuant to requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Gannett Co., Inc.

Date: January 26, 2005

By: /s/George R. Gavagan
George R. Gavagan
Vice President and Controller

Exhibit Index

Exhibit Description

- 99.1 Gannett Co., Inc. Earnings Press Release dated January 26, 2005.
- 99.2 Gannett Co., Inc. Statistical Report Press Release dated January 26, 2005.

Gannett Co., Inc. Reports Fourth Quarter and Full-Year Results

McLEAN, VA - Gannett Co., Inc. (NYSE: GCI) reported today that 2004 fourth quarter earnings per diluted share, on a GAAP (generally accepted accounting principles) basis, were \$1.47 versus \$1.31 per share for the fourth quarter of 2003. For the full year 2004, diluted earnings per share, on a GAAP basis, were \$4.92, compared with \$4.46 for 2003, a new record.

Total operating revenues for the company increased 7.7 percent to \$1.96 billion in the quarter from \$1.82 billion in the similar interval in 2003. Net income increased 5.6 percent to \$378.1 million in the fourth quarter of 2004 versus \$358.0 million in the same quarter of last year. Operating cash flow (defined as operating income plus depreciation and amortization) rose 5.7 percent to \$673.2 million from \$637.1 million in the year earlier quarter.

For the full year, operating revenues increased 10.0 percent to \$7.4 billion. Net income rose 8.7 percent to a record \$1.32 billion from \$1.21 billion in 2003 for the year. Operating cash flow advanced 8.1 percent to \$2.4 billion from \$2.2 billion in 2003.

Average diluted shares outstanding in the fourth quarter totaled 257,673,000 compared with 274,257,000 in 2003's fourth quarter. Average diluted shares outstanding for all of 2004 were 267,590,000 versus 271,872,000 in 2003. Approximately 3.5 million shares were repurchased during the quarter and a total of approximately 20 million for the year.

Commenting on the company's performance, Douglas H. McCorkindale, Chairman, President and CEO said: "Gannett's industry leading revenue performance helped us achieve record operating results for all of 2004, despite an uneven advertising environment. Our results in the fourth quarter reflected strong revenue growth in our broadcasting segment driven by significant levels of politically-related advertising. We also reported solid revenue growth in the newspaper segment due, in part, to higher demand for local and classified advertising. In the UK, Newsquest again posted improved results which also benefited from a favorable exchange rate. However, higher newsprint expense and certain employee benefit costs tempered the company's results. "

NEWSPAPERS

Newspaper results in the quarter include Clipper Magazine, Inc. (acquired in October 2003), and NurseWeek (acquired in February 2004). Operating revenues were \$1.7 billion for the quarter, a 6.4 percent increase from the fourth quarter of 2003. Assuming Gannett had owned the same group of newspapers in both the fourth quarter of 2004 and 2003, advertising revenues would have risen 5.5 percent. On a comparable basis, local advertising revenues were 5.2 percent higher, classified increased 8.7 percent and national ad revenues were unchanged. Newspaper ad volume declined 1.2 percent. Total newspaper segment operating cash flow increased 1.8 percent to \$553.8 million in the fourth quarter, versus \$544.2 million in the same quarter of 2003. Reported newsprint expense increased 7.5 percent in the quarter, reflecting higher prices but lower usage.

At USA TODAY, advertising revenues declined 5.3 percent in the fourth quarter. Paid advertising pages totaled 1,315 compared with 1,580 in the same quarter of 2003. For the full year, USA TODAY's advertising revenues increased 6.6 percent and paid pages totaled 4,763, a 3.2 percent decline.

BROADCASTING

Broadcasting segment results in the quarter include Captivate Network Inc., acquired in April 2004. Broadcasting revenues totaled \$233.4 million for the quarter, an 18.7 percent increase from the fourth quarter in 2003. Broadcasting operating cash flow increased 27.0 percent to \$132.6 million from \$104.4 million in the year ago quarter.

Excluding Captivate, in the fourth quarter of 2004, television operating cash flow rose 27.3 percent and revenues increased 16.2 percent. The television group's performance reflected strong demand for politically-related advertising in the fall.

NON-OPERATING ITEMS

Interest expense for the fourth quarter was \$41.0 million compared to \$33.0 million in the same quarter of 2003, a 24.5 percent increase. The increase is attributable to both higher short-term interest rates, and debt outstanding related to share repurchase activity. Other non-operating expense primarily reflects non-operating charges for minority interest and Internet investments in part offset by currency gains and investment income.

At the end of the year, Gannett had more than 100 domestic publishing Web sites, including USATODAY.com, one of the most popular newspaper sites on the Web. The company also had Web sites in all of its 19 television markets. In December, Gannett's consolidated domestic Internet audience share was 18.1 million unique visitors reaching about 12 percent of the Internet audience according to Nielsen//NetRatings. Newsquest is also an Internet leader in the UK where its network of Web sites attracts more than 29.7 million monthly page impressions from more than 3.1 million unique users.

All references in this release to "comparable" revenue results and "operating cash flow" are to non-GAAP financial measures. Management believes that this use allows management and investors to analyze and compare the Company's results in a more

meaningful and consistent manner. A reconciliation of the non-GAAP operating cash flow amounts to the Company's consolidated statements of income is attached.

As previously announced, the company will hold an earnings conference call at 10:00 a.m. ET today. The call can be accessed via a live Webcast through the Investor Relations section of the company's Web site, www.gannett.com, or listen-only conference lines. U.S. callers should dial 1-888-283-6901 and international callers should dial 1-719-955-1564 at least 10 minutes prior to the scheduled start of the call. The confirmation code for the conference call is 338438. To access the replay, dial 1-888-203-1112 in the U.S. International callers should use the number 1-719-457-0820. The confirmation code for the replay is 338438. Materials related to the call will be available through the Investor Relations section of the company's Web site Wednesday morning.

Gannett Co., Inc. is a leading international news and information company that publishes 101 daily newspapers in the USA, including USA TODAY, the nation's largest-selling daily newspaper. The company also owns more than 600 non-daily publications in the USA and USA WEEKEND, a weekly newspaper magazine. Gannett subsidiary Newsquest is the United Kingdom's second largest regional newspaper company. Newsquest publishes more than 300 titles, including 17 daily newspapers, and a network of prize-winning Web sites. Gannett also operates 21 television stations in the United States and is an Internet leader with sites sponsored by its TV stations and newspapers including USATODAY.com, one of the most popular news sites on the Web.

Certain statements in this press release may be forward looking in nature or "forward looking statements" as defined in the Private Securities Litigation Reform Act of 1995. The forward looking statements contained in this press release are subject to a number of risks, trends and uncertainties that could cause actual performance to differ materially from these forward looking statements. A number of those risks, trends and uncertainties are discussed in the company's SEC reports, including the company's annual report on Form 10-K and quarterly reports on Form 10-Q. Any forward looking statements in this press release should be evaluated in light of these important risk factors.

Gannett is not responsible for updating the information contained in this press release beyond the published date, or for changes made to this press release by wire services, Internet service providers or other media.

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CONSOLIDATED STATEMENTS OF INCOME
Gannett Co., Inc. and Subsidiaries
Unaudited, in thousands of dollars (except per share amounts)

	Thirteen weeks ended		% Inc
	Dec. 26, 2004	Dec. 28, 2003	(Dec)
Net Operating Revenues:			
Newspaper advertising	\$ 1,299,583	\$ 1,208,777	7.5
Newspaper circulation	314,500	307,003	2.4
Broadcasting	233,395	196,679	18.7
Other	114,934	109,845	4.6
	-----	-----	-----
Total	1,962,412	1,822,304	7.7
	-----	-----	-----
Operating Expenses:			
Cost of sales and operating expenses, exclusive of depreciation	983,086	911,087	7.9
Selling, general and administrative expenses, exclusive of depreciation	306,125	274,161	11.7
Depreciation	56,604	55,502	2.0
Amortization of intangible assets	3,324	2,133	55.8
	-----	-----	-----
Total	1,349,139	1,242,883	8.5
	-----	-----	-----
Operating income	613,273	579,421	5.8
	-----	-----	-----
Non-operating income (expense):			
Interest expense	(41,043)	(32,971)	24.5
Other	(993)	(2,612)	(62.0)
	-----	-----	-----
Total	(42,036)	(35,583)	18.1
	-----	-----	-----
Income before income taxes	571,237	543,838	5.0
Provision for income taxes	193,100	185,800	3.9
	-----	-----	-----
Net income	\$ 378,137	\$ 358,038	5.6
	=====	=====	=====
Net income per share-basic	\$1.48	\$1.32	12.1
	=====	=====	=====
Net income per share-diluted	\$1.47	\$1.31	12.2
	=====	=====	=====
Dividends per share	\$0.27	\$0.25	8.0
	=====	=====	=====

Broadcasting includes results from the company's 21 television stations and Captivate Network, Inc. Captivate is a national news and entertainment network which delivers programming and full motion video advertising through wireless digital video screens in elevators of premier office towers. Captivate was acquired in early April 2004.

CONSOLIDATED STATEMENTS OF INCOME
Gannett Co., Inc. and Subsidiaries
Unaudited, in thousands of dollars (except per share amounts)

	Fifty-two weeks ended		% Inc
	Dec. 26, 2004	Dec. 28, 2003	(Dec)
Net Operating Revenues:			
Newspaper advertising	\$ 4,912,603	\$ 4,397,244	11.7
Newspaper circulation	1,238,097	1,212,891	2.1
Broadcasting	821,543	719,884	14.1
Other	409,040	381,096	7.3
	-----	-----	-----
Total	7,381,283	6,711,115	10.0
	-----	-----	-----
Operating Expenses:			
Cost of sales and operating expenses, exclusive of depreciation	3,821,435	3,453,769	10.6
Selling, general and administrative expenses, exclusive of depreciation	1,168,148	1,044,796	11.8
Depreciation	232,387	223,261	4.1
Amortization of intangible assets	11,634	8,271	40.7
	-----	-----	-----
Total	5,233,604	4,730,097	10.6
	-----	-----	-----
Operating income	2,147,679	1,981,018	8.4
	-----	-----	-----
Non-operating income (expense):			
Interest expense	(140,647)	(139,271)	1.0
Other	(11,646)	(1,434)	***
	-----	-----	-----
Total	(152,293)	(140,705)	8.2
	-----	-----	-----
Income before income taxes	1,995,386	1,840,313	8.4
Provision for income taxes	678,200	629,100	7.8
	-----	-----	-----
Net income	\$ 1,317,186	\$ 1,211,213	8.7
	=====	=====	=====
Net income per share-basic	\$4.98	\$4.49	10.9
	=====	=====	=====
Net income per share-diluted	\$4.92	\$4.46	10.3
	=====	=====	=====
Dividends per share	\$1.04	\$0.98	6.1
	=====	=====	=====

Broadcasting includes results from the company's 21 television stations and Captivate Network, Inc. Captivate is a national news and entertainment network which delivers programming and full motion video advertising through wireless digital video screens in elevators of premier office towers. Captivate was acquired in early April 2004.

BUSINESS SEGMENT INFORMATION
Gannett Co., Inc. and Subsidiaries
Unaudited, in thousands of dollars

	Thirteen weeks ended		% Inc
	Dec. 26, 2004	Dec. 28, 2003	(Dec)
Net Operating Revenues:			
Newspaper publishing	\$ 1,729,017	\$ 1,625,625	6.4
Broadcasting	233,395	196,679	18.7
	-----	-----	-----
Total	\$ 1,962,412	\$ 1,822,304	7.7
	=====	=====	=====
Operating Income (net of depreciation and amortization):			
Newspaper publishing	\$ 504,992	\$ 496,863	1.6
Broadcasting	125,264	97,890	28.0
Corporate	(16,983)	(15,332)	(10.8)
	-----	-----	-----
Total	\$ 613,273	\$ 579,421	5.8
	=====	=====	=====
Depreciation and Amortization:			
Newspaper publishing	\$ 48,801	\$ 47,386	3.0
Broadcasting	7,370	6,537	12.7
Corporate	3,757	3,712	1.2
	-----	-----	-----
Total	\$ 59,928	\$ 57,635	4.0
	=====	=====	=====
Operating Cash Flow:			
Newspaper publishing	\$ 553,793	\$ 544,249	1.8
Broadcasting	132,634	104,427	27.0
Corporate	(13,226)	(11,620)	(13.8)
	-----	-----	-----
Total	\$ 673,201	\$ 637,056	5.7
	=====	=====	=====

Broadcasting includes results from the company's 21 television stations and Captivate Network, Inc. Captivate is a national news and entertainment network which delivers programming and full motion video advertising through wireless digital video screens in elevators of premier office towers. Captivate was acquired in early April 2004.

Operating Cash Flow represents operating income for each of the company's business segments plus related depreciation and amortization expense. See attachment for reconciliation of amounts to the Consolidated Statements of Income.

BUSINESS SEGMENT INFORMATION
Gannett Co., Inc. and Subsidiaries
Unaudited, in thousands of dollars

	Fifty-two weeks ended		% Inc
	Dec. 26, 2004	Dec. 28, 2003	(Dec)
Net Operating Revenues:			
Newspaper publishing	\$ 6,559,740	\$ 5,991,231	9.5
Broadcasting	821,543	719,884	14.1
	-----	-----	-----
Total	\$ 7,381,283	\$ 6,711,115	10.0
	=====	=====	=====
Operating Income (net of depreciation and amortization):			
Newspaper publishing	\$ 1,813,814	\$ 1,713,163	5.9
Broadcasting	400,743	330,054	21.4
Corporate	(66,878)	(62,199)	(7.5)
	-----	-----	-----
Total	\$ 2,147,679	\$ 1,981,018	8.4
	=====	=====	=====
Depreciation and Amortization:			
Newspaper publishing	\$ 199,108	\$ 189,805	4.9
Broadcasting	29,341	26,394	11.2
Corporate	15,572	15,333	1.6
	-----	-----	-----
Total	\$ 244,021	\$ 231,532	5.4
	=====	=====	=====
Operating Cash Flow:			
Newspaper publishing	\$ 2,012,922	\$ 1,902,968	5.8
Broadcasting	430,084	356,448	20.7
Corporate	(51,306)	(46,866)	(9.5)
	-----	-----	-----
Total	\$ 2,391,700	\$ 2,212,550	8.1
	=====	=====	=====

Broadcasting includes results from the company's 21 television stations and Captivate Network, Inc. Captivate is a national news and entertainment network which delivers programming and full motion video advertising through wireless digital video screens in elevators of premier office towers. Captivate was acquired in early April 2004.

Operating Cash Flow represents operating income for each of the company's business segments plus related depreciation and amortization expense. See attachment for reconciliation of amounts to the Consolidated Statements of Income.

NON-GAAP FINANCIAL INFORMATION
Gannett Co., Inc. and Subsidiaries
Unaudited, in thousands of dollars

"Operating Cash Flow", a non-GAAP measure, is defined as operating income plus depreciation and amortization of intangible assets. Management believes that the use of this measure allows investors and management to measure, analyze and compare the cash resources generated from its business segment operations in a meaningful and consistent manner. The focus on operating cash flow is appropriate given the consistent and generally predictable strength of cash flow generation by newspaper and television operations, and the short period of time it takes to convert new orders to cash.

A reconciliation of these non-GAAP amounts to the company's operating income, which the company believes is the most directly comparable financial measure calculated and presented in accordance with GAAP on the company's consolidated statements of income, follows:

Thirteen weeks ended Dec. 26, 2004

	Newspaper Publishing	Broadcasting	Corporate	Consolidated Total
	-----	-----	-----	-----
Operating cash flow	\$ 553,793	\$ 132,634	\$ (13,226)	\$ 673,201
Less:				
Depreciation	(45,640)	(7,207)	(3,757)	(56,604)
Amortization	(3,161)	(163)	-	(3,324)
	-----	-----	-----	-----
Operating Income	\$ 504,992	\$ 125,264	\$ (16,983)	\$ 613,273
	=====	=====	=====	=====

Thirteen weeks ended Dec. 28, 2003

	Newspaper Publishing	Broadcasting	Corporate	Consolidated Total
	-----	-----	-----	-----
Operating cash flow	\$ 544,249	\$ 104,427	\$ (11,620)	\$ 637,056
Less:				
Depreciation	(45,253)	(6,537)	(3,712)	(55,502)
Amortization	(2,133)	-	-	(2,133)
	-----	-----	-----	-----
Operating Income	\$ 496,863	\$ 97,890	\$ (15,332)	\$ 579,421
	=====	=====	=====	=====

Fifty-two weeks ended Dec. 26, 2004

	Newspaper Publishing	Broadcasting	Corporate	Consolidated Total
	-----	-----	-----	-----
Operating cash flow	\$2,012,922	\$ 430,084	\$ (51,306)	\$ 2,391,700
Less:				
Depreciation	(187,949)	(28,866)	(15,572)	(232,387)
Amortization	(11,159)	(475)	-	(11,634)
	-----	-----	-----	-----
Operating Income	\$1,813,814	\$ 400,743	\$ (66,878)	\$ 2,147,679
	=====	=====	=====	=====

Fifty-two weeks ended Dec. 28, 2003

	Newspaper Publishing	Broadcasting	Corporate	Consolidated Total
	-----	-----	-----	-----
Operating cash flow	\$1,902,968	\$ 356,448	\$ (46,866)	\$ 2,212,550
Less:				
Depreciation	(181,534)	(26,394)	(15,333)	(223,261)
Amortization	(8,271)	-	-	(8,271)
	-----	-----	-----	-----
Operating Income	\$1,713,163	\$ 330,054	\$ (62,199)	\$ 1,981,018
	=====	=====	=====	=====

Gannett Co., Inc. Releases December Statistical Report

McLEAN, VA - Gannett Co., Inc. (NYSE: GCI) reported today that total pro forma operating revenues for the twelfth period ended December 26, 2004 increased 4.7 percent resulting from solid demand for local and classified advertising in the newspaper segment. For comparison purposes, the continued increase in the exchange rate of Sterling year-over-year affected results for the company's UK operations. If the exchange rate had remained constant year-over-year, total pro forma operating revenues would have increased 3.2 percent for the period.

December

Pro forma (assuming that all properties presently owned were owned in both periods) newspaper advertising revenues in December increased 5.4 percent compared with 2003's twelfth period on a 3.5 percent decline in ROP volume and a 2.9 percent advance in preprint distribution. If the exchange rate had remained constant year-over-year, total pro forma newspaper advertising revenues would have increased 3.8 percent.

Pro forma local advertising revenues rose 5.4 percent on a 3.1 percent decline in ROP ad volume in December. The performance of the company's small and medium-sized advertisers in its domestic newspapers outpaced the revenue performance of its largest advertisers. In the U.S., across all products, local ad revenue gains were achieved in the department store, grocery, health, financial and telecommunications categories while the furniture, consumer electronics, entertainment, restaurant and home improvement categories lagged last year's comparable period. On a constant currency basis, pro forma local advertising would have been 4.3 percent higher.

Pro forma classified revenues advanced 7.6 percent in the twelfth period on a 3.5 percent decline in ROP ad volume. On a constant currency basis, pro forma classified revenues would have increased 4.7 percent for December. Employment revenues increased 20.9 percent, real estate revenues were up 8.6 percent, and automotive declined 7.8 percent compared to last year's twelfth period. On a constant currency basis, employment and real estate revenues would have increased 16.7 percent and 5.8 percent, respectively, while automotive would have decreased 9.2 percent.

Pro forma national advertising revenues in December rose 1.5 percent on a 7.5 percent decline in ad volume. National volume at the company's local domestic newspapers fell 4.3 percent in the period. USA WEEKEND, our weekly newspaper, experienced higher national ad revenues in the period. While our revenue statistics include USA WEEKEND's results, their ad volume is not included in the lineage numbers. At USA TODAY, advertising revenues were 5.3 percent lower on a 17.5 percent decline in paid ad pages to 434 from 526. For the twelfth period, at USA TODAY, strength in the retail, technology, automotive and entertainment categories was more than offset by weakness in the travel, pharmaceutical and telecommunications categories. On a constant currency basis, national advertising would have increased 0.7 percent for the twelfth period.

Pro forma broadcasting revenues, which include Captivate, rose 1.5 percent in the period. Television revenues were 0.4 percent higher with national revenues up 0.5 percent and local revenues up 0.7 percent.

Fourth Quarter

For the fourth quarter of 2004, total pro forma operating revenues were up 6.2 percent and would have increased 4.9 percent on a constant currency basis.

Newspaper advertising revenues, on a pro forma basis, for the fourth quarter increased 5.5 percent and would have increased 4.0 percent on a constant currency basis.

For the fourth quarter, pro forma local advertising rose 5.2 percent and would have advanced 4.3 percent on a constant currency basis.

Pro forma classified revenues for the quarter increased 8.7 percent and on a constant currency basis would have been 6.0 percent higher. Employment revenues were up 18.3 percent, real estate was up 10.4 percent while auto was down 5.2 percent. On a constant currency basis for the quarter, employment and real estate would have increased 14.3 percent and 7.7 percent, respectively, while auto would have declined 6.5 percent.

Pro forma national advertising was flat for the fourth quarter. If the exchange rate had remained constant year-over-year, national advertising would have decreased 0.7 percent. At USA TODAY advertising revenues declined 5.3 percent in the fourth quarter reflecting a 16.8 percent decline in paid advertising pages to 1,315 compared to 1,580 in the year-ago period. For the full year, USA TODAY's paid pages numbered 4,763 versus 4,918 last year while ad revenues were 6.6 percent higher than last year.

Pro forma broadcasting revenues rose 17.0 percent and television revenues increased 16.2 percent for the quarter benefiting from strong election-related advertising demand. Based on current pacsings, television revenues for the first quarter of 2005 would be below last year's first quarter results in the low to mid single digits. This is due, in part, to the absence of Super Bowl related advertising on our CBS affiliates and political advertising that benefited the first quarter of 2004.

In addition to the revenue and statistical summary, attached is a chart which shows the consolidated Gannett Online audience share for December from Nielsen//NetRatings. In December, Gannett's domestic Websites had over 18 million unique visitors reaching 12.1 percent of the Internet audience. In the UK, Newsquest's online audience in December totaled 3.1 million unique visitors with 29.7 million page impressions.

The pro forma advertising and circulation revenue statistics include the results of Captivate (acquired in April 2004), NurseWeek (acquired in February 2004), Clipper Magazine (acquired in October 2003), the SMG (Newsquest's Scottish Media Group) publishing business and the Texas-New Mexico Newspapers Partnership as if they had been owned in both years. Ad lineage for Newsquest, Clipper and NurseWeek are not included in the ad volume statistics. Circulation volume numbers for Newsquest's paid daily newspapers are included in the enclosed statistics, but volume from unpaid daily and non-daily publications is not included in the circulation volume statistics.

Prior to 2004, the company had included online revenues in the classified advertising revenue total but not in the specific classified categories of help wanted, automotive and real estate. Print and online ad revenues are now reported on a combined basis to calculate the percentage changes in these categories. Results for each period of 2003 have been reclassified to reflect this change.

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Gannett is not responsible for updating the information contained in this press release beyond the published date, or for changes made to this press release by wire services, Internet service providers or other media.

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GANNETT CO., INC.
REVENUE & STATISTICAL SUMMARY

	Period 12 (November 29, 2004 - December 26, 2004)			
	2004	2003	CHANGE	% CHANGE
REVENUES:				
Advertising:				
Local	\$ 196,113,000	\$ 186,092,000	\$ 10,021,000	5.4
National	70,356,000	69,314,000	1,042,000	1.5
Classified	136,233,000	126,580,000	9,653,000	7.6
Total Advertising	\$ 402,702,000	\$ 381,986,000	\$ 20,716,000	5.4
Circulation	100,032,000	97,595,000	2,437,000	2.5
Other revenue	37,478,000	34,700,000	2,778,000	8.0
Broadcasting	56,534,000	55,712,000	822,000	1.5
Total Revenue	\$ 596,746,000	\$ 569,993,000	\$ 26,753,000	4.7

VOLUME:				
Newspaper Inches:				
Local	3,420,627	3,529,959	(109,332)	(3.1)
National	321,351	347,306	(25,955)	(7.5)
Classified	4,089,889	4,236,989	(147,100)	(3.5)
Total ROP	7,831,867	8,114,254	(282,387)	(3.5)
Preprint Distribution (in thousands)	1,226,188	1,191,516	34,672	2.9

NET PAID CIRCULATION:				
Morning (w/USAT)	6,812,623	6,901,539	(88,916)	(1.3)
Evening	1,163,678	1,201,250	(37,572)	(3.1)
Total Daily	7,976,301	8,102,789	(126,488)	(1.6)
Sunday	6,771,266	6,956,037	(184,771)	(2.7)

	Year-to-Date through December 26, 2004			
	2004	2003	CHANGE	% CHANGE
REVENUES:				
Advertising:				
Local	\$2,086,980,000	\$1,969,230,000	\$ 117,750,000	6.0
National	788,418,000	737,694,000	50,724,000	6.9
Classified	2,045,361,000	1,835,462,000	209,899,000	11.4
Total Advertising	\$4,920,759,000	\$4,542,386,000	\$ 378,373,000	8.3
Circulation	1,237,971,000	1,219,869,000	18,102,000	1.5
Other revenue	409,181,000	387,916,000	21,265,000	5.5
Television	824,202,000	730,126,000	94,076,000	12.9
Total Revenue	\$7,392,113,000	\$6,880,297,000	\$ 511,816,000	7.4

VOLUME:				
Newspaper Inches:				
Local	37,865,146	37,950,319	(85,173)	(0.2)
National	4,168,509	4,068,182	100,327	2.5
Classified	59,848,558	58,908,751	939,807	1.6
Total ROP	101,882,213	100,927,252	954,961	0.9
Preprint Distribution (in thousands)	11,706,761	11,347,133	359,628	3.2

NET PAID CIRCULATION:				
Morning (w/USAT)	7,086,591	7,079,564	7,027	0.1
Evening	1,206,792	1,237,862	(31,070)	(2.5)

Total Daily	8,293,383	8,317,426	(24,043)	(0.3)
	=====	=====	=====	=====
Sunday	6,866,019	7,026,405	(160,386)	(2.3)
	=====	=====	=====	=====

Note: The operating results from the company's newspapers participating in joint operating agencies, and which are accounted for under the equity method of accounting, are reported as a single amount in other operating revenues. Advertising lineage statistics from these newspapers are not included above, however, circulation volume statistics for these newspapers are included above.

The above revenue amounts and statistics have been restated to include all companies presently owned including Captivate (acquired in April 2004), NurseWeek (acquired in February 2004), Clipper Magazine (acquired in late October 2003), SMG Publishing (acquired in April 2003) and 100% of the Texas-New Mexico Newspapers Partnership (established in March 2003). Captivate is a national news and entertainment network that delivers programming and full motion video advertising through wireless digital video screens in the elevators of premier office towers. Captivate is included above in Broadcasting revenue. NurseWeek is a multimedia company with print publications focused on the recruitment, recognition and education of nurses. Clipper Magazine is a direct-mail advertising magazine company publishing over 345 individual market editions in 24 states, which are mailed to over 100 million American homes annually. SMG Publishing consists of three Scottish newspapers: The Herald, Sunday Herald and Evening Times; eleven specialty consumer and business-to-business magazine titles; and an online advertising and content business.

Newsquest (which includes SMG Publishing) is a regional newspaper publisher in the United Kingdom with more than 300 titles, including paid and unpaid daily and non-daily products. Circulation volume statistics for Newsquest's seventeen paid daily newspapers are included above. Circulation volume statistics for Sunday Herald are included above in the Sunday statistics. Circulation volume statistics for Newsquest's unpaid daily and non-daily publications are not reflected above. Advertising lineage for Newsquest publications is not reflected above.

Circulation volume and advertising lineage statistics for non-daily products, including NurseWeek and Clipper Magazine are not reflected above.

Certain online advertising revenues in 2003 have been reclassified to conform with the 2004 presentation. There was no effect on total revenues.

GANNETT CO., INC.
REVENUE & STATISTICAL SUMMARY

4th Quarter 2004 (September 27 - December 26, 2004)

	2004	2003	CHANGE	% CHANGE
REVENUES:				
Advertising:				
Local	\$ 595,688,000	\$ 566,040,000	\$ 29,648,000	5.2
National	219,362,000	219,383,000	(21,000)	(0.0)
Classified	484,626,000	445,926,000	38,700,000	8.7
	-----	-----	-----	-----
Total Advertising	\$ 1,299,676,000	\$ 1,231,349,000	\$ 68,327,000	5.5
Circulation	314,500,000	306,676,000	7,824,000	2.6
Other revenue	114,840,000	110,452,000	4,388,000	4.0
Broadcasting	233,395,000	199,550,000	33,845,000	17.0
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Total Revenue	\$ 1,962,411,000	\$ 1,848,027,000	\$ 114,384,000	6.2
	=====	=====	=====	=====

VOLUME:				
Newspaper Inches:				
Local	10,540,638	10,690,387	(149,749)	(1.4)
National	1,104,333	1,134,637	(30,304)	(2.7)
Classified	14,491,543	14,635,949	(144,406)	(1.0)
	-----	-----	-----	-----
Total ROP	26,136,514	26,460,973	(324,459)	(1.2)
	=====	=====	=====	=====

Preprint Distribution (in thousands)	3,508,229	3,419,079	89,150	2.6
	=====	=====	=====	=====

Note: The operating results from the company's newspapers participating in joint operating agencies, and which are accounted for under the equity method of accounting, are reported as a single amount in other operating revenues. Advertising lineage statistics from these newspapers are not included above, however, circulation volume statistics for these newspapers are included above.

The above revenue amounts and statistics have been restated to include all companies presently owned including Captivate (acquired in April 2004), NurseWeek (acquired in February 2004), Clipper Magazine (acquired in late October 2003), SMG Publishing (acquired in April 2003) and 100% of the Texas-New Mexico Newspapers Partnership (established in March 2003). Captivate is a national news and entertainment network that delivers programming and full motion video advertising through wireless digital video screens in the elevators of premier office towers. Captivate is included above in Broadcasting revenue. NurseWeek is a multimedia company with print publications focused on the recruitment, recognition and education of nurses. Clipper Magazine is a direct-mail advertising magazine company publishing over 345 individual market editions in 24 states, which are mailed to over 100 million American homes annually. SMG Publishing consists of three Scottish newspapers: The Herald, Sunday Herald and Evening Times; eleven specialty consumer and business-to-business magazine titles; and an online advertising and content business.

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Circulation volume and advertising lineage statistics for non-daily products, including NurseWeek and Clipper Magazine are not reflected above.

Certain online advertising revenues in 2003 have been reclassified to conform with the 2004 presentation. There was no effect on total revenues.

Gannett Online Internet Audience December 2004

Nielsen//NetRatings

Home/Work Panel Combined

	<u>Unique Visitors Per Month</u>	<u>Percentage Reach of Internet Audience</u>
Gannett Online	18,105,000	12.1%