

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):

October 12, 2004

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 October 12, 2004, Gannett Co., Inc. reported its consolidated financial results for the third quarter ended September 26, 2004. On October 12, 2004, the company also issued a press release announcing the company's statistical report for the period and quarter ended September 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, thereunto duly authorized.

Gannett Co., Inc.

Date: October 12, 2004

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 October 12, 2004.

99.2 Gannett Co., Inc. Statistical Report Press Release dated October 12, 2004.

Gannett Co., Inc. Reports Third Quarter Results

McLEAN, VA - Gannett Co., Inc. (NYSE: GCI) reported today that 2004 third quarter earnings per diluted share, on a GAAP (generally accepted accounting principles) basis, were \$1.18 versus \$1.03 for the third quarter of 2003, a 14.6 percent increase.

Diluted earnings per share for the first nine months of 2004 were \$3.47 compared with \$3.15 for the same interval in 2003.

Total operating revenues for the company were \$1.82 billion for the third quarter compared to \$1.63 billion for the same period last year, an 11.3 percent increase. Net income rose 11.2 percent to \$310.2 million versus \$279.0 million in 2003's third quarter. Operating cash flow (defined as operating income plus depreciation and amortization) increased to \$572.8 million from \$523.0 million for the same quarter a year ago.

For the first nine months of 2004, total revenues were \$5.42 billion, a 10.8 percent increase over last year. Net income rose 10.1 percent to \$939.0 million from \$853.2 million and operating cash flow rose 9.1 percent to \$1.72 billion.

Average diluted shares outstanding in the third quarter totaled 263,804,000 compared with 272,174,000 in 2003's third quarter. Approximately 10.1 million shares were repurchased during the quarter.

Commenting on the company's performance, Douglas H. McCorkindale, Chairman, President and CEO said: "Gannett achieved solid results in the quarter fueled by industry leading revenue growth. Our newspaper operations posted strong year-over-year gains in advertising, most notably in classified employment and real estate. Our results were tempered, however, by the hurricanes in the Southeast that impacted revenue growth and added to expenses at our newspapers and television stations in Florida. In addition, higher newsprint expense and certain employee benefit costs continue to affect results. Overseas, our Newsquest team made another strong contribution to our results which were also helped by a favorable exchange rate. Our broadcasting segment benefited from Summer Olympics-related advertising on our NBC affiliated stations and strong political advertising."

NEWSPAPERS

Newspaper segment results in the quarter and year-to-date include the SMG Publishing business, (acquired in April 2003), Clipper Magazine, Inc. (acquired in October 2003), and NurseWeek (acquired in February 2004).

Total newspaper segment operating revenues were \$1.61 billion for the quarter, a 10.3 percent increase year-over-year. Assuming Gannett had owned the same group of properties in the third quarter of 2004 and 2003, advertising revenues would have increased 9.6 percent. On the same pro forma basis, classified advertising advanced 11.9 percent, national revenues rose 8.7 percent and local advertising revenues were up 7.5 percent. Total newspaper segment expenses rose 12.0 percent in the quarter due primarily to higher exchange rates, medical and other benefit expenses, and newsprint expense. Newsprint expense increased 15.1 percent reflecting higher year-over-year prices, moderately higher usage and the impact of a higher Sterling exchange rate. Also, significant costs associated with the single copy circulation price increase at USA TODAY were included in newspaper segment expenses this quarter. Operating cash flow from our newspaper operations, which include USA TODAY and our UK properties, rose 5.1 percent to \$478.7 million, versus \$455.4 million in the same quarter of 2003.

At USA TODAY, advertising revenues increased 10.2 percent in the third quarter. Paid advertising pages totaled 1,082 compared with 1,023 in 2003's third quarter, a 5.8 percent increase. For the year-to-date, USA TODAY's advertising revenues increased 12.0 percent and paid pages totaled 3,448 compared to 3,338 for the same period in 2003.

BROADCASTING

Broadcasting segment results in the quarter include Captivate Network Inc., acquired in April 2004. In the third quarter, broadcasting operating cash flow increased 34.4 percent to \$106.6 million from \$79.3 million in the corresponding interval in 2003. Broadcasting revenues rose 19.7 percent to \$206.2 million, reflecting strong Olympic and political advertising in the quarter.

Excluding Captivate, television revenues increased 17.3 percent, operating expenses increased 2.2 percent and operating cash flow was up 35.2 percent for the quarter.

NON-OPERATING ITEMS

The company's interest expense was \$35.8 million in the quarter, up from \$33.9 million in the third quarter of 2003, reflecting higher debt levels from share repurchases and higher short term interest rates. Other non-operating expense primarily reflects non-operating charges for minority interest and Internet investments.

* * *

All references in this release and attachments to "operating cash flow" are to a non-GAAP financial measure. Management believes that use of this measure allows investors and management to analyze and compare the company's performance in a more meaningful and consistent manner. A reconciliation of these non-GAAP amounts to the company's consolidated statements of income is presented on an attachment.

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, by dialing 1-800-946-0741 (in the U.S.) and 1-719-457-2649 (outside the U.S.) at least 10 minutes prior to the scheduled start of the call. The confirmation code for the conference call is 802641. Replay of the conference call will be available about two hours after the live call. To access the replay, dial 1-888-203-1112 (in the U.S.) and 1-719-457-0820 (outside the U.S.). The access code for the replay is 802641. Materials related to the call will be available through the Investor Relations section of the company's Web site Tuesday 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 Sept. 26, 2004	Sept. 28, 2003	% Inc (Dec)
Net Operating Revenues:			
Newspaper advertising	\$ 1,204,058	\$ 1,067,039	12.8
Newspaper circulation	304,610	300,277	1.4
Broadcasting	206,170	172,302	19.7
Other	101,046	91,665	10.2
	-----	-----	-----
Total	1,815,884	1,631,283	11.3
	-----	-----	-----
Operating Expenses:			
Cost of sales and operating expenses, exclusive of depreciation	952,349	849,088	12.2
Selling, general and administrative expenses, exclusive of depreciation	290,707	259,147	12.2
Depreciation	57,680	58,452	(1.3)
Amortization of intangible assets	2,972	2,134	39.3
	-----	-----	-----
Total	1,303,708	1,168,821	11.5
	-----	-----	-----
Operating income	512,176	462,462	10.7
	-----	-----	-----
Non-operating income (expense):			
Interest expense	(35,771)	(33,857)	5.7
Other	(6,496)	(4,573)	42.1
	-----	-----	-----
Total	(42,267)	(38,430)	10.0
	-----	-----	-----
Income before income taxes	469,909	424,032	10.8
Provision for income taxes	159,700	145,000	10.1
	-----	-----	-----
Net income	\$ 310,209	\$ 279,032	11.2
	=====	=====	=====
Net income per share-basic	\$1.19	\$1.03	15.5
	=====	=====	=====
Net income per share-diluted	\$1.18	\$1.03	14.6
	=====	=====	=====
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)

	Thirty-nine weeks ended		% Inc
	Sept. 26, 2004	Sept. 28, 2003	(Dec)
Net Operating Revenues:			
Newspaper advertising	\$ 3,613,020	\$ 3,188,467	13.3
Newspaper circulation	923,597	905,888	2.0
Broadcasting	588,148	523,205	12.4
Other	294,106	271,251	8.4
	-----	-----	-----
Total	5,418,871	4,888,811	10.8
	-----	-----	-----
Operating Expenses:			
Cost of sales and operating expenses, exclusive of depreciation	2,838,349	2,542,682	11.6
Selling, general and administrative expenses, exclusive of depreciation	862,023	770,635	11.9
Depreciation	175,783	167,759	4.8
Amortization of intangible assets	8,310	6,138	35.4
	-----	-----	-----
Total	3,884,465	3,487,214	11.4
	-----	-----	-----
Operating income	1,534,406	1,401,597	9.5
	-----	-----	-----
Non-operating income (expense):			
Interest expense	(99,604)	(106,300)	(6.3)
Other	(10,653)	1,178	***
	-----	-----	-----
Total	(110,257)	(105,122)	4.9
	-----	-----	-----
Income before income taxes	1,424,149	1,296,475	9.8
Provision for income taxes	485,100	443,300	9.4
	-----	-----	-----
Net income	\$ 939,049	\$ 853,175	10.1
	=====	=====	=====
Net income per share-basic	\$3.51	\$3.17	10.7
	=====	=====	=====
Net income per share-diluted	\$3.47	\$3.15	10.2
	=====	=====	=====
Dividends per share	\$0.77	\$0.73	5.5
	=====	=====	=====

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
	Sept. 26, 2004	Sept. 28, 2003	(Dec)
Net Operating Revenues:			
Newspaper publishing	\$ 1,609,714	\$ 1,458,981	10.3
Broadcasting	206,170	172,302	19.7
	-----	-----	-----
Total	\$ 1,815,884	\$ 1,631,283	11.3
	=====	=====	=====
Operating Income (net of depreciation and amortization):			
Newspaper publishing	\$ 429,539	\$ 405,339	6.0
Broadcasting	99,030	72,622	36.4
Corporate	(16,393)	(15,499)	(5.8)
	-----	-----	-----
Total	\$ 512,176	\$ 462,462	10.7
	=====	=====	=====
Depreciation and Amortization:			
Newspaper publishing	\$ 49,174	\$ 50,055	(1.8)
Broadcasting	7,540	6,644	13.5
Corporate	3,938	3,887	1.3
	-----	-----	-----
Total	\$ 60,652	\$ 60,586	0.1
	=====	=====	=====
Operating Cash Flow:			
Newspaper publishing	\$ 478,713	\$ 455,394	5.1
Broadcasting	106,570	79,266	34.4
Corporate	(12,455)	(11,612)	(7.3)
	-----	-----	-----
Total	\$ 572,828	\$ 523,048	9.5
	=====	=====	=====

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

	Thirty-nine weeks ended		% Inc
	Sept. 26, 2004	Sept. 28, 2003	(Dec)
Net Operating Revenues:			
Newspaper publishing	\$ 4,830,723	\$ 4,365,606	10.7
Broadcasting	588,148	523,205	12.4
	-----	-----	-----
Total	\$ 5,418,871	\$ 4,888,811	10.8
	=====	=====	=====
Operating Income (net of depreciation and amortization):			
Newspaper publishing	\$ 1,308,822	\$ 1,216,300	7.6
Broadcasting	275,479	232,164	18.7
Corporate	(49,895)	(46,867)	(6.5)
	-----	-----	-----
Total	\$ 1,534,406	\$ 1,401,597	9.5
	=====	=====	=====
Depreciation and Amortization:			
Newspaper publishing	\$ 150,307	\$ 142,419	5.5
Broadcasting	21,971	19,857	10.6
Corporate	11,815	11,621	1.7
	-----	-----	-----
Total	\$ 184,093	\$ 173,897	5.9
	=====	=====	=====
Operating Cash Flow:			
Newspaper publishing	\$ 1,459,129	\$ 1,358,719	7.4
Broadcasting	297,450	252,021	18.0
Corporate	(38,080)	(35,246)	(8.0)
	-----	-----	-----
Total	\$ 1,718,499	\$ 1,575,494	9.1
	=====	=====	=====

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 Sept. 26, 2004

	Newspaper Publishing	Broadcasting	Corporate	Consolidated Total
	-----	-----	-----	-----
Operating cash flow	\$ 478,713	\$ 106,570	\$ (12,455)	\$ 572,828
Less:				
Depreciation	(46,515)	(7,227)	(3,938)	(57,680)
Amortization	(2,659)	(313)	-	(2,972)
	-----	-----	-----	-----
Operating Income	\$ 429,539	\$ 99,030	\$ (16,393)	\$ 512,176
	=====	=====	=====	=====

Thirteen weeks ended Sept. 28, 2003

	Newspaper Publishing	Broadcasting	Corporate	Consolidated Total
	-----	-----	-----	-----
Operating cash flow	\$ 455,394	\$ 79,266	\$ (11,612)	\$ 523,048
Less:				
Depreciation	(47,921)	(6,644)	(3,887)	(58,452)
Amortization	(2,134)	-	-	(2,134)
	-----	-----	-----	-----
Operating Income	\$ 405,339	\$ 72,622	\$ (15,499)	\$ 462,462
	=====	=====	=====	=====

Thirty-nine weeks ended Sept. 26, 2004

	Newspaper Publishing	Broadcasting	Corporate	Consolidated Total
	-----	-----	-----	-----
Operating cash flow	\$1,459,129	\$ 297,450	\$ (38,080)	\$ 1,718,499
Less:				
Depreciation	(142,310)	(21,658)	(11,815)	(175,783)
Amortization	(7,997)	(313)	-	(8,310)
	-----	-----	-----	-----
Operating Income	\$1,308,822	\$ 275,479	\$ (49,895)	\$ 1,534,406
	=====	=====	=====	=====

Thirty-nine weeks ended Sept. 28, 2003

	Newspaper Publishing	Broadcasting	Corporate	Consolidated Total
	-----	-----	-----	-----
Operating cash flow	\$1,358,719	\$ 252,021	\$ (35,246)	\$ 1,575,494
Less:				
Depreciation	(136,281)	(19,857)	(11,621)	(167,759)
Amortization	(6,138)	-	-	(6,138)
	-----	-----	-----	-----
Operating Income	\$1,216,300	\$ 232,164	\$ (46,867)	\$ 1,401,597
	=====	=====	=====	=====

Gannett Co., Inc. Releases September Statistical Report

McLEAN, VA - Gannett Co., Inc. (NYSE: GCI) reported today that total pro forma operating revenues for the ninth period ended September 26, 2004 increased 7.2 percent, as a result of strength in local and classified advertising. Results for the month were tempered, in part, by the effects of the hurricanes in Florida on our newspaper and television stations there, and the shift of Labor Day into Period 9 this year. 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 5.0 percent for the period.

September

Pro forma (assuming that all properties presently owned were owned in both periods) newspaper advertising revenues in September grew 9.1 percent compared with 2003's ninth period on a 1.2 percent decrease in ROP volume and a 7.4 percent advance in preprint distribution. If the exchange rate had remained constant year-over-year, total pro forma newspaper advertising revenues would have risen 6.5 percent.

Pro forma local advertising revenues rose 10.4 percent on an almost one percent increase in ROP ad volume in September. 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 furniture, consumer electronics, health, telecommunications and home improvement categories while the department store, entertainment, grocery, financial and restaurant categories lagged last year's comparable period. On a constant currency basis, pro forma local advertising would have increased 8.7 percent.

Pro forma classified revenues advanced 9.8 percent in the ninth period on a 2.2 percent decrease in ROP ad volume. On a constant currency basis, pro forma classified revenues would have advanced 5.7 percent for September. Employment revenues increased 15.0 percent, real estate revenues advanced 13.3 percent, and automotive declined 3.4 percent compared to last year. On a constant currency basis, employment and real estate revenues would have increased 9.6 percent and 8.9 percent, respectively, while automotive would have decreased 5.5 percent.

Pro forma national advertising revenues in September increased 3.9 percent on a 2.4 percent decline in ad volume. National volume at the company's local domestic newspapers fell 1.2 percent in the period. USA WEEKEND, our weekly newspaper magazine, and our UK operations experienced significantly higher national ad revenues in the period. While our revenue statistics include their results, USA WEEKEND's and Newsquest's ad volume is not included in the lineage numbers. At USA TODAY, advertising revenues decreased 1.9 percent on a 3.6 percent decline in paid ad pages to 372 from 386. For the ninth period, at USA TODAY, strength in the travel, automotive, financial and packaged goods categories was more than offset by weakness in the entertainment, technology, telecommunications, retail and pharmaceutical categories.

Pro forma broadcasting revenues, which include Captivate, grew 5.8 percent in the period. Television revenues were 5.1 percent higher with national revenues up 11.4 percent and local revenues up 1.4 percent.

Third Quarter

For the third quarter of 2004, total pro forma operating revenues were up 9.0 percent and would have increased 6.9 percent on a constant currency basis.

Newspaper advertising revenues, on a pro forma basis, for the third quarter advanced 9.6 percent and 7.1 percent on a constant currency basis.

For the third quarter, pro forma local advertising rose 7.5 percent and would have increased 6.1 percent on a constant currency basis.

Pro forma classified revenues for the quarter increased 11.9 percent and on a constant currency basis would have been 7.9 percent higher. Employment revenues increased 20.4 percent, real estate was up 14.1 percent while auto was down 2.1 percent. On a constant currency basis for the quarter, employment and real estate would have advanced 15.0 percent and 9.7 percent, respectively, while auto would have declined 4.2 percent.

Pro forma national advertising was up 8.7 percent for the third quarter. If the exchange rate had remained constant year-over-year, national advertising would have advanced 7.7 percent. At USA TODAY advertising revenues increased 10.2 percent in the third quarter reflecting a 5.8 percent increase in paid advertising pages to 1,082 compared to 1,023 in the year-ago period.

Pro forma broadcasting revenues increased 18.0 percent and television revenues advanced 17.3 percent for the quarter benefiting, in part, from Olympic and election-related advertising demand. Based on current paces, television revenues for the fourth quarter would be ahead of last year's fourth quarter results in the low double digits.

In addition to the revenue and statistical summary, attached is a chart which shows the consolidated Gannett Online audience share for August from Nielsen//NetRatings. In August, Gannett's domestic Websites had over 19 million unique visitors reaching 13.1 percent of the Internet audience.

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 CO., INC.
 REVENUE & STATISTICAL SUMMARY

	Period 9 (August 30, 2004 - September 26, 2004)			
	2004	2003	CHANGE	% CHANGE
REVENUES:				
Advertising:				
Local	\$ 174,429,000	\$ 158,067,000	\$ 16,362,000	10.4
National	65,681,000	63,213,000	2,468,000	3.9
Classified	185,067,000	168,563,000	16,504,000	9.8
Total Advertising	\$ 425,177,000	\$ 389,843,000	\$ 35,334,000	9.1
Circulation	101,498,000	98,787,000	2,711,000	2.7
Other revenue	34,954,000	34,359,000	595,000	1.7
Broadcasting	63,549,000	60,049,000	3,500,000	5.8
Total Revenue	\$ 625,178,000	\$ 583,038,000	\$ 42,140,000	7.2

VOLUME:				
Newspaper Inches:				
Local	2,923,932	2,901,700	22,232	0.8
National	319,356	327,250	(7,894)	(2.4)
Classified	4,761,350	4,869,181	(107,831)	(2.2)
Total ROP	8,004,638	8,098,131	(93,493)	(1.2)
Preprint Distribution (in thousands)	933,796	869,805	63,991	7.4

NET PAID CIRCULATION:

Morning (w/USAT)	7,108,916	7,158,728	(49,812)	(0.7)
Evening	1,193,097	1,234,223	(41,126)	(3.3)
	-----	-----	-----	-----
Total Daily	8,302,013	8,392,951	(90,938)	(1.1)
	=====	=====	=====	=====
Sunday	6,826,266	7,008,375	(182,109)	(2.6)
	=====	=====	=====	=====

Year-to-Date through September 26, 2004

	2004	2003	CHANGE	% CHANGE
REVENUES:				
Advertising:				
Local	\$ 1,492,734,000	\$ 1,404,536,000	\$ 88,198,000	6.3
National	569,629,000	518,311,000	51,318,000	9.9
Classified	1,558,812,000	1,388,190,000	170,622,000	12.3
	-----	-----	-----	----
Total Advertising	\$ 3,621,175,000	\$ 3,311,037,000	\$ 310,138,000	9.4
Circulation	923,471,000	913,193,000	10,278,000	1.1
Other revenue	294,247,000	277,465,000	16,782,000	6.0
Broadcasting	590,807,000	530,576,000	60,231,000	11.4
	-----	-----	-----	----
Total Revenue	\$ 5,429,700,000	\$ 5,032,271,000	\$ 397,429,000	7.9
	=====	=====	=====	=====
VOLUME:				
Newspaper Inches:				
Local	27,324,508	27,259,932	64,576	0.2
National	3,064,176	2,933,545	130,631	4.5
Classified	45,357,015	44,272,802	1,084,213	2.4
	-----	-----	-----	----
Total ROP	75,745,699	74,466,279	1,279,420	1.7
	=====	=====	=====	=====
Preprint Distribution (in thousands)	8,198,532	7,928,054	270,478	3.4
	=====	=====	=====	=====
NET PAID CIRCULATION:				
Morning (w/USAT)	7,093,014	7,066,505	26,509	0.4
Evening	1,212,824	1,242,113	(29,289)	(2.4)
	-----	-----	-----	----
Total Daily	8,305,838	8,308,618	(2,780)	(0.0)
	=====	=====	=====	=====
Sunday	6,877,266	7,026,425	(149,159)	(2.1)
	=====	=====	=====	=====

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 quality programming and full motion video advertising to more than 1.4 million consumers and business professionals each day through wireless digital video screens in the elevators of premier office towers across North America. 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

3rd Quarter 2004 (June 28 - September 26, 2004)

	2004	2003	CHANGE	% CHANGE
REVENUES:				
Advertising:				
Local	\$ 493,684,000	\$ 459,092,000	\$ 34,592,000	7.5
National	181,348,000	166,773,000	14,575,000	8.7
Classified	529,715,000	473,301,000	56,414,000	11.9
	-----	-----	-----	----
Total Advertising	\$ 1,204,747,000	\$ 1,099,166,000	\$ 105,581,000	9.6
Circulation	304,610,000	299,959,000	4,651,000	1.6
Other revenue	101,078,000	92,394,000	8,684,000	9.4
Broadcasting	206,170,000	174,707,000	31,463,000	18.0
	-----	-----	-----	----
Total Revenue	\$ 1,816,605,000	\$ 1,666,226,000	\$ 150,379,000	9.0
	=====	=====	=====	=====
VOLUME:				
Newspaper Inches:				
Local	9,127,053	9,106,021	21,032	0.2
National	924,462	941,908	(17,446)	(1.9)
Classified	15,746,962	15,534,352	212,610	1.4
	-----	-----	-----	----
Total ROP	25,798,477	25,582,281	216,196	0.8
	=====	=====	=====	=====
Preprint Distribution (in thousands)	2,733,443	2,589,928	143,515	5.5
	=====	=====	=====	=====

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 quality programming and full motion video advertising to more than 1.4 million consumers and business professionals each day through wireless digital video screens in the elevators of premier office towers across North America. 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.

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revenues.

**Gannett Online Internet Audience
August 2004**

Nielsen//NetRatings

Home/Work Panel Combined

	<u>Unique Visitors Per Month</u>	<u>Percentage Reach of Internet Audience</u>
Gannett Online	19,291,000	13.1%