

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):

July 13, 2004

Commission file number 1-6961

GANNETT CO., INC.

(Exact name of registrant as specified in charter)

Delaware

(State or Other Jurisdiction of Incorporation or Organization of Registrant)

16-0442930

(I.R.S. Employer Identification No.)

7950 Jones Branch Drive, McLean, Virginia

(Address of principal executive offices)

22107-0910

(Zip Code)

Registrant's telephone number, including area code: (703) 854-6000.

Item 12. Results of Operations and Financial Condition

On July 13, 2004, Gannett Co., Inc. reported its consolidated financial results for the second quarter ended June 27, 2004 and announced increased share repurchase authority. On July 13, 2004, the company also issued a press release announcing the company's statistical report for the period and quarter ended June 27, 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: July 13, 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 July 13, 2004
99.2	Gannett Co., Inc. Statistical Report Press Release dated July 13, 2004

Gannett Co., Inc. Reports Second Quarter Results and Announces Increased Share Repurchase Authority

McLEAN, VA - Gannett Co., Inc. (NYSE: GCI) reported today that 2004 second quarter earnings per diluted share, on a GAAP (generally accepted accounting principles) basis, were \$1.30 versus \$1.20 for the second quarter of 2003, an 8.3 percent increase. The company's record results reflected increased advertising demand for all of its operating divisions.

Diluted earnings per share for the first six months of 2004 were \$2.29 compared with \$2.12 for the same interval in 2003.

Total operating revenues for the company were \$1.87 billion for the second quarter compared to \$1.71 billion for the same period last year, a 9.9 percent increase. Net income rose 9.3 percent to \$354.4 million versus \$324.3 million in 2003's second quarter. Operating cash flow (defined as operating income plus depreciation and amortization) increased to \$638.5 million from \$585.4 million for the same quarter a year ago.

For the first six months of 2004, total revenues were \$3.60 billion, a 10.6 percent increase. Net income rose 9.5 percent to \$628.8 million from \$574.1 million and operating cash flow rose 8.9 percent to \$1.15 billion.

Average diluted shares outstanding in the second quarter totaled 273,541,000 compared with 271,281,000 in 2003's second quarter. Approximately 5.3 million shares were repurchased during the quarter. The company also announced today that its Board of Directors has authorized the repurchase of an additional \$1.0 billion of its common stock. Prior to today's action, a substantial portion of the \$500 million authorized for repurchase under the program announced on May 12, 2004 had been used.

Commenting on the company's results, Douglas H. McCorkindale, Chairman, President and CEO said: "We are pleased to again report record operating results in the face of an uneven economic recovery. Our newspaper segment produced industry leading ad revenue growth, benefiting particularly from strong growth in classified employment advertising, and acquisitions. Higher newsprint and certain employee benefit costs, however, continue to impact expenses. Our UK operations again made a strong contribution to earnings as demand for advertising in the UK continues to improve. We also benefited from a favorable exchange rate. The Broadcast segment achieved solid results reflecting, in part, an increase in political advertising demand."

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 \$1.66 billion for the quarter, a 9.8 percent increase year-over-year. Assuming Gannett had owned the same group of properties in the second quarter of 2004 and 2003, advertising revenues would have increased 9.2 percent. On the same basis, classified advertising rose 12.2 percent, national revenues advanced 10.4 percent and local advertising revenues increased 5.9 percent. Total newspaper segment expenses rose 10.3 percent in the quarter due primarily to acquisitions, higher exchange rates, higher medical and other benefit expenses, and higher newsprint expense. Newsprint expense rose 13.1 percent reflecting higher year-over-year prices, the exchange rate and modestly higher usage. Total newspaper segment operating cash flow, which includes USA TODAY and our UK properties, rose 8.6 percent to \$537.6 million, versus \$495.3 million in the same quarter of 2003.

At USA TODAY, advertising revenues increased 15.5 percent in the second quarter. Paid advertising pages totaled 1,267 compared with 1,220 in 2003's second quarter, a 3.9 percent increase. For the year-to-date, USA TODAY's advertising revenues increased 12.9 percent and paid pages totaled 2,366 compared to 2,316 for the same period in 2003.

BROADCASTING

Broadcasting segment results in the quarter include Captivate Network Inc., acquired in April 2004. In the second quarter, broadcasting revenues increased 10.3 percent to \$212.5 million from \$192.7 million in the same quarter in 2003. Broadcasting operating cash flow increased 11.4 percent to \$113.8 million from \$102.2 million in the corresponding interval in 2003.

Excluding Captivate, television revenues rose 8.6 percent, operating expenses increased 5.0 percent and operating cash flow was up 11.7 percent for the quarter.

NON-OPERATING ITEMS

The company's interest expense was \$32.0 million in the quarter, down from \$36.3 million in the second quarter of 2003, reflecting lower debt levels and lower short term interest rates. Other non-operating expense primarily reflects non-operating charges for minority interest and Internet investments.

At the end of the quarter, Gannett had more than 110 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 May, Gannett's consolidated domestic Internet audience share totaled 18.2 million unique visitors reaching approximately 11.9 percent of the

Internet audience according to Nielsen//NetRatings. Newsquest is also an Internet leader in the United Kingdom where its network Web sites attracted more than 26.6 million monthly page impressions from more than 2.7 million unique users.

* * *

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. EDT 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 1-800-915-4836 (in the U.S.) and 1-973-317-5319 (outside the U.S.) at least 10 minutes prior to the scheduled start of the call. Replay of the conference call will be available about two hours after the live call. To access the replay, dial 1-800-428-6051 (in the U.S.) and 1-973-709-2089 (outside the U.S.). The access code for the replay is 360264. 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 in excess of 500 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 22 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
	June 27, 2004	June 29, 2003	(Dec)
Net Operating Revenues:			
Newspaper advertising	\$ 1,252,951	\$ 1,115,381	12.3
Newspaper circulation	306,598	303,180	1.1
Broadcasting	212,520	192,727	10.3
Other	101,234	93,995	7.7
	-----	-----	-----
Total	1,873,303	1,705,283	9.9
	-----	-----	-----
Operating Expenses:			
Cost of sales and operating expenses, exclusive of depreciation	946,552	856,972	10.5
Selling, general and administrative expenses, exclusive of depreciation	288,286	262,917	9.6
Depreciation	59,129	55,078	7.4

Amortization of intangible assets	2,955	2,174	35.9
Total	1,296,922	1,177,141	10.2
Operating income	576,381	528,142	9.1
Non-operating income (expense):			
Interest expense	(32,042)	(36,334)	(11.8)
Other	(7,007)	899	***
Total	(39,049)	(35,435)	10.2
Income before income taxes	537,332	492,707	9.1
Provision for income taxes	182,900	168,400	8.6
Net income	\$ 354,432	\$ 324,307	9.3
Net income per share-basic	\$1.31	\$1.21	8.3
Net income per share-diluted	\$1.30	\$1.20	8.3
Dividends per share	\$0.25	\$0.24	4.2

Broadcasting includes results from the company's 22 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)

	Twenty-six weeks ended		% Inc
	June 27, 2004	June 29, 2003	(Dec)
Net Operating Revenues:			
Newspaper advertising	\$ 2,408,962	\$ 2,121,428	13.6
Newspaper circulation	618,987	605,611	2.2
Broadcasting	381,978	350,903	8.9
Other	193,060	179,586	7.5
Total	3,602,987	3,257,528	10.6
Operating Expenses:			
Cost of sales and operating expenses, exclusive of depreciation	1,886,000	1,693,594	11.4
Selling, general and administrative expenses, exclusive of depreciation	571,316	511,488	11.7
Depreciation	118,103	109,307	8.0
Amortization of intangible assets	5,338	4,004	33.3
Total	2,580,757	2,318,393	11.3
Operating income	1,022,230	939,135	8.8
Non-operating income (expense):			
Interest expense	(63,833)	(72,443)	(11.9)
Other	(4,157)	5,751	***
Total	(67,990)	(66,692)	1.9
Income before income taxes	954,240	872,443	9.4
Provision for income taxes	325,400	298,300	9.1
Net income	\$ 628,840	\$ 574,143	9.5

Net income per share-basic	\$2.32	\$2.14	8.4
	=====	=====	=====
Net income per share-diluted	\$2.29	\$2.12	8.0
	=====	=====	=====
Dividends per share	\$0.50	\$0.48	4.2
	=====	=====	=====

Broadcasting includes results from the company's 22 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
	June 27, 2004	June 29, 2003	(Dec)
Net Operating Revenues:			
Newspaper publishing	\$ 1,660,783	\$ 1,512,556	9.8
Broadcasting	212,520	192,727	10.3
	-----	-----	-----
Total	\$ 1,873,303	\$ 1,705,283	9.9
	=====	=====	=====
Operating Income (net of depreciation and amortization):			
Newspaper publishing	\$ 487,018	\$ 448,476	8.6
Broadcasting	106,291	95,587	11.2
Corporate	(16,928)	(15,921)	(6.3)
	-----	-----	-----
Total	\$ 576,381	\$ 528,142	9.1
	=====	=====	=====
Depreciation and Amortization:			
Newspaper publishing	\$ 50,595	\$ 46,782	8.2
Broadcasting	7,550	6,642	13.7
Corporate	3,939	3,828	2.9
	-----	-----	-----
Total	\$ 62,084	\$ 57,252	8.4
	=====	=====	=====
Operating Cash Flow:			
Newspaper publishing	\$ 537,613	\$ 495,258	8.6
Broadcasting	113,841	102,229	11.4
Corporate	(12,989)	(12,093)	(7.4)
	-----	-----	-----
Total	\$ 638,465	\$ 585,394	9.1
	=====	=====	=====

Broadcasting includes results from the company's 22 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

	Twenty-six weeks ended		% Inc
	June 27, 2004	June 29, 2003	(Dec)
Net Operating Revenues:			
Newspaper publishing	\$ 3,221,009	\$ 2,906,625	10.8
Broadcasting	381,978	350,903	8.9

Total	\$ 3,602,987	\$ 3,257,528	10.6
Operating Income (net of depreciation and amortization):			
Newspaper publishing	\$ 879,283	\$ 810,961	8.4
Broadcasting	176,449	159,542	10.6
Corporate	(33,502)	(31,368)	(6.8)
Total	\$ 1,022,230	\$ 939,135	8.8
Depreciation and Amortization:			
Newspaper publishing	\$ 101,133	\$ 92,364	9.5
Broadcasting	14,431	13,213	9.2
Corporate	7,877	7,734	1.8
Total	\$ 123,441	\$ 113,311	8.9
Operating Cash Flow:			
Newspaper publishing	\$ 980,416	\$ 903,325	8.5
Broadcasting	190,880	172,755	10.5
Corporate	(25,625)	(23,634)	(8.4)
Total	\$ 1,145,671	\$ 1,052,446	8.9

Broadcasting includes results from the company's 22 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 June 27, 2004

	Newspaper Publishing	Broadcasting	Corporate	Consolidated Total
	-----	-----	-----	-----
Operating cash flow	\$ 537,613	\$ 113,841	\$ (12,989)	\$ 638,465
Less:				
Depreciation	(47,640)	(7,550)	(3,939)	(59,129)
Amortization	(2,955)	-	-	(2,955)
Operating Income	\$ 487,018	\$ 106,291	\$ (16,928)	\$ 576,381
	=====	=====	=====	=====

Thirteen weeks ended June 29, 2003

	Newspaper Publishing	Broadcasting	Corporate	Consolidated Total
	-----	-----	-----	-----
Operating cash flow	\$ 495,258	\$ 102,229	\$ (12,093)	\$ 585,394
Less:				
Depreciation	(44,608)	(6,642)	(3,828)	(55,078)
Amortization	(2,174)	-	-	(2,174)
	-----	-----	-----	-----
Operating Income	\$ 448,476	\$ 95,587	\$ (15,921)	\$ 528,142
	=====	=====	=====	=====

Twenty-six weeks ended June 27, 2004

	Newspaper Publishing	Broadcasting	Corporate	Consolidated Total
	-----	-----	-----	-----
Operating cash flow	\$ 980,416	\$ 190,880	\$ (25,625)	\$ 1,145,671
Less:				
Depreciation	(95,795)	(14,431)	(7,877)	(118,103)
Amortization	(5,338)	-	-	(5,338)
	-----	-----	-----	-----
Operating Income	\$ 879,283	\$ 176,449	\$ (33,502)	\$ 1,022,230
	=====	=====	=====	=====

Twenty-six weeks ended June 29, 2003

	Newspaper Publishing	Broadcasting	Corporate	Consolidated Total
	-----	-----	-----	-----
Operating cash flow	\$ 903,325	\$ 172,755	\$ (23,634)	\$ 1,052,446
Less:				
Depreciation	(88,360)	(13,213)	(7,734)	(109,307)
Amortization	(4,004)	-	-	(4,004)
	-----	-----	-----	-----
Operating Income	\$ 810,961	\$ 159,542	\$ (31,368)	\$ 939,135
	=====	=====	=====	=====

Gannett Co., Inc. Releases June Statistical Report

McLEAN, VA - Gannett Co., Inc. (NYSE: GCI) reported today that total pro forma operating revenues for the sixth period ended June 27, 2004 increased 7.9 percent, as a result of solid advertising demand particularly in classified employment and local advertising. Broadcasting continued to benefit from politically-driven ad spending. 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 been up 6.0 percent for the period.

June

Pro forma (assuming that all properties presently owned were owned in both periods) newspaper advertising revenues in June rose 9.8 percent compared with 2003's sixth period on a 1.1 percent increase in ROP volume and a 9.4 percent advance in preprint distribution. If the exchange rate had remained constant year-over-year, total pro forma newspaper advertising revenues would have increased 7.6 percent.

Pro forma classified revenues increased 11.3 percent in the sixth period on a 1.6 percent increase in ROP ad volume. Employment revenues advanced 21.2 percent, real estate revenues rose 11.6 percent, and automotive fell 3.5 percent compared to last year. On a constant currency basis, employment and real estate revenues advanced 16.0 percent and 7.6 percent, respectively, while automotive would have decreased 5.3 percent. On a constant currency basis, pro forma classified revenues would have risen 7.7 percent for June.

Pro forma local advertising revenues increased 8.6 percent on a 1.0 percent increase in ROP ad volume in June. 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, health, financial, restaurant, office supplies and telecommunications categories while the department store, consumer electronics, grocery and home improvement categories declined compared to the sixth period in 2003. On a constant currency basis, pro forma local advertising would have increased 7.3 percent.

Pro forma national advertising revenues in June advanced 8.9 percent on a 4.9 percent decline in ad volume. National volume at the company's local domestic newspapers fell 4.6 percent in the period. USA WEEKEND, our weekly newspaper magazine and our UK operations experienced higher national ad revenues during 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 were up 9.8 percent on a 5.1 percent decrease in paid ad pages to 388 from 408. For the sixth period, at USA TODAY, results for the entertainment, retail and financial categories were particularly strong, while the travel, telecommunications and auto categories decreased.

Pro forma broadcasting revenues, which include Captivate, increased 8.4 percent in the period. Television revenues were up 8.1 percent with local revenues flat while national revenues advanced 19.4 percent.

Second Quarter

For the second quarter of 2004, total pro forma operating revenues were up 7.6 percent and would have increased 5.8 percent on a constant currency basis.

Newspaper advertising revenues, on a pro forma basis, for the second quarter increased 9.2 percent and 7.0 percent on a constant currency basis.

Pro forma classified revenues for the quarter increased 12.2 percent and on a constant currency basis would have been up 8.6 percent. Employment revenues rose 23.3 percent, real estate was up 10.5 percent while auto declined 1.4 percent. On a constant currency basis for the quarter, employment and real estate would have advanced 18.1 percent and 6.5 percent, respectively, while auto would have declined 3.2 percent.

For the second quarter, pro forma local advertising increased 5.9 percent and would have increased 4.6 percent on a constant currency basis.

Pro forma national advertising increased 10.4 percent for the second quarter. If the exchange rate had remained constant year-over-year, national advertising would have increased 9.5 percent.

Pro forma broadcasting revenues increased 8.8 percent and television revenues were up 8.6 percent for the quarter reflecting, in part, higher political advertising. Based on current pacsings, television revenues for the third quarter would be ahead of last year's third quarter results in the mid to high teens.

In addition to the revenue and statistical summary, attached is a chart which shows the consolidated Gannett Online audience share for May from Nielsen/NetRatings. In May, Gannett's domestic Websites had 18.2 million unique visitors reaching 11.9 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 6 (May 31, 2004 - June 27, 2004)			
	2004	2003	CHANGE	% CHANGE
REVENUES:				
Advertising:				
Local	\$ 167,990,000	\$ 154,634,000	\$ 13,356,000	8.6
National	67,658,000	62,133,000	5,525,000	8.9
Classified	183,075,000	164,415,000	18,660,000	11.3
Total Advertising	\$ 418,723,000	\$ 381,182,000	\$ 37,541,000	9.8
Circulation	97,714,000	97,223,000	491,000	0.5
Other revenue	33,088,000	30,944,000	2,144,000	6.9
Broadcasting	63,167,000	58,284,000	4,883,000	8.4
Total Revenue	\$ 612,692,000	\$ 567,633,000	\$ 45,059,000	7.9
VOLUME:				
Newspaper Inches:				
Local	2,965,914	2,936,698	29,216	1.0
National	350,719	368,633	(17,914)	(4.9)
Classified	4,890,838	4,811,973	78,865	1.6
Total ROP	8,207,471	8,117,304	90,167	1.1
Preprint Distribution (in thousands)	919,135	840,346	78,789	9.4

NET PAID CIRCULATION:

Morning (w/USAT)	6,916,202	6,813,277	102,925	1.5
Evening	1,209,525	1,203,837	5,688	0.5
	-----	-----	-----	----
Total Daily	8,125,727	8,017,114	108,613	1.4
	=====	=====	=====	=====
Sunday	6,782,941	6,856,014	(73,073)	(1.1)
	=====	=====	=====	=====

Year-to-Date through June 27, 2004

	2004	2003	CHANGE	% CHANGE
REVENUES:				
Advertising:				
Local	\$ 995,982,000	\$ 941,087,000	\$ 54,895,000	5.8
National	388,209,000	351,538,000	36,671,000	10.4
Classified	1,027,108,000	913,879,000	113,229,000	12.4
	-----	-----	-----	----
Total Advertising	\$ 2,411,299,000	\$ 2,206,504,000	\$ 204,795,000	9.3
	=====	=====	=====	=====
Circulation	618,862,000	613,235,000	5,627,000	0.9
Other revenue	193,200,000	185,227,000	7,973,000	4.3
Broadcasting	384,638,000	355,869,000	28,769,000	8.1
	-----	-----	-----	----
Total Revenue	\$ 3,607,999,000	\$ 3,360,835,000	\$ 247,164,000	7.4
	=====	=====	=====	=====
VOLUME:				
Newspaper Inches:				
Local	18,197,455	18,153,911	43,544	0.2
National	2,139,714	1,991,637	148,077	7.4
Classified	29,610,053	28,738,450	871,603	3.0
	-----	-----	-----	----
Total ROP	49,947,222	48,883,998	1,063,224	2.2
	=====	=====	=====	=====
Preprint Distribution (in thousands)	5,465,089	5,338,126	126,963	2.4
	=====	=====	=====	=====
NET PAID CIRCULATION:				
Morning (w/USAT)	7,136,684	7,102,483	34,201	0.5
Evening	1,225,055	1,250,496	(25,441)	(2.0)
	-----	-----	-----	----
Total Daily	8,361,739	8,352,979	8,760	0.1
	=====	=====	=====	=====
Sunday	6,925,185	7,048,436	(123,251)	(1.7)
	=====	=====	=====	=====

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

	2nd Quarter 2004 (March 29 - June 27, 2004)			%
	2004	2003	CHANGE	CHANGE
REVENUES:				
Advertising:				
Local	\$ 522,574,000	\$ 493,672,000	\$ 28,902,000	5.9
National	204,014,000	184,793,000	19,221,000	10.4
Classified	526,651,000	469,342,000	57,309,000	12.2
Total Advertising	\$ 1,253,239,000	\$ 1,147,807,000	\$ 105,432,000	9.2
Circulation	306,617,000	302,828,000	3,789,000	1.3
Other revenue	101,149,000	94,967,000	6,182,000	6.5
Broadcasting	212,520,000	195,325,000	17,195,000	8.8
Total Revenue	\$ 1,873,525,000	\$ 1,740,927,000	\$ 132,598,000	7.6
=====				
VOLUME:				
Newspaper Inches:				
Local	9,532,647	9,502,183	30,464	0.3
National	1,091,311	1,063,986	27,325	2.6
Classified	15,413,766	15,105,825	307,941	2.0
Total ROP	26,037,724	25,671,994	365,730	1.4
=====				
Preprint Distribution (in thousands)	2,823,198	2,769,971	53,227	1.9
=====				

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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above.

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**Gannett Online Internet Audience
May 2004**

Nielsen//NetRatings

Home/Work Panel Combined

	<u>Unique Visitors Per Month</u>	<u>Percentage Reach of Internet Audience</u>
Gannett Online	18,201,000	11.9%