

PRIMEDIA INC  
Form 4  
May 14, 2008

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**CHELL BEVERLY C**

(Last) (First) (Middle)

**C/O PRIMEDIA INC., 3585  
ENGINEERING DRIVE, SUITE  
100**

(Street)

**NORCROSS, GA 30092**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**PRIMEDIA INC [PRM]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**05/12/2008**

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
				Code	V	Amount	
Common Stock	05/12/2008		S	2,700	D	\$ 6	94,933 <sup>(1)</sup> D
Common Stock	05/12/2008		S	500	D	\$ 6.01	94,433 <sup>(1)</sup> D
Common Stock	05/12/2008		S	200	D	\$ 6.02	94,233 <sup>(1)</sup> D
Common Stock	05/12/2008		S	290	D	\$ 6.03	93,943 <sup>(1)</sup> D
Common Stock	05/12/2008		S	100	D	\$ 6.04	93,843 <sup>(1)</sup> D

## Edgar Filing: PRIMEDIA INC - Form 4

Common Stock	05/12/2008	S	1,300	D	\$ 6.05	92,543 <sup>(1)</sup>	D
Common Stock	05/12/2008	S	2,300	D	\$ 6.06	90,243 <sup>(1)</sup>	D
Common Stock	05/12/2008	S	600	D	\$ 6.07	89,643 <sup>(1)</sup>	D
Common Stock	05/12/2008	S	1,100	D	\$ 6.08	88,543 <sup>(1)</sup>	D
Common Stock	05/12/2008	S	600	D	\$ 6.09	87,943 <sup>(1)</sup>	D
Common Stock	05/12/2008	S	2,100	D	\$ 6.1	85,843 <sup>(1)</sup>	D
Common Stock	05/12/2008	S	200	D	\$ 6.12	85,643 <sup>(1)</sup>	D
Common Stock	05/12/2008	S	1,500	D	\$ 6.13	84,143 <sup>(1)</sup>	D
Common Stock	05/12/2008	S	1,100	D	\$ 6.14	83,043 <sup>(1)</sup>	D
Common Stock	05/12/2008	S	700	D	\$ 6.15	82,343 <sup>(1)</sup>	D
Common Stock	05/12/2008	S	800	D	\$ 6.18	81,543 <sup>(1)</sup>	D
Common Stock	05/12/2008	S	800	D	\$ 6.19	80,743 <sup>(1)</sup>	D
Common Stock	05/12/2008	S	200	D	\$ 6.22	80,543 <sup>(1)</sup>	D
Common Stock	05/12/2008	S	100	D	\$ 6.23	80,443 <sup>(1)</sup>	D
Common Stock	05/12/2008	S	700	D	\$ 6.28	79,743 <sup>(1)</sup>	D
Common Stock	05/12/2008	S	600	D	\$ 6.3	79,143 <sup>(1)</sup>	D
Common Stock	05/12/2008	S	300	D	\$ 6.31	78,843 <sup>(1)</sup>	D
Common Stock	05/12/2008	S	100	D	\$ 6.32	78,743 <sup>(1)</sup>	D
Common Stock	05/12/2008	S	300	D	\$ 6.33	78,443 <sup>(1)</sup>	D
Common Stock	05/12/2008	S	800	D	\$ 6.35	77,643 <sup>(1)</sup>	D
	05/12/2008	S	10	D		77,633 <sup>(1)</sup>	D

Common Stock		\$						
		6.36						
Common Stock			1,666	(1)	I			By Spouse (2)
Common Stock			1,833	(1)	I			Held by Foundation (3)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned (Instr. 3)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director    10% Owner    Officer    Other

CHELL BEVERLY C  
C/O PRIMEDIA INC.  
3585 ENGINEERING DRIVE, SUITE 100  
NORCROSS, GA 30092

X

## Signatures

/s/ KRISTI O. CRAWFORD, as Attorney-in-Fact (See Power of Attorney)

05/14/2008

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) All share and share price amounts reflect a 1 for 6 reverse stock split effect by PRIMEDIA on August 1, 2007.
- (2) Shares are owned directly by Robert M. Chell.
- (3) Shares are owned directly by the Robert and Beverly Chell Foundation over which the reporting person shares voting and investment power.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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