Edgar Filing: PRIMEDIA INC - Form 4

PRIMEDIA IN	NC										
Form 4 June 17, 2008											
								OMB A	PPROVAL		
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549									3235-0287		
Check this if no longer	r			U				Number: Expires:	January 31, 2005		
subject to Section 16. Form 4 or						WNERSHIP OF	Estimated burden hou	Estimated average burden hours per response 0.5			
Form 5 obligations may contin <i>See</i> Instruc 1(b).	Section 17	(a) of the P	ublic U	tility Hol	ding Con		nge Act of 1934, a of 1935 or Section 1940				
(Print or Type Re	esponses)										
1. Name and Address of Reporting Person <u>*</u> Barber J Michael			2. Issuer Name and Ticker or Trading Symbol PRIMEDIA INC [PRM]				5. Relationship of Reporting Person(s) to Issuer				
(Last)	(First) ((Check all applicable)				
3585 ENGINEERING DRIVE, SUITE 100			(Month/Day/Year) 06/13/2008			Director 10% Owner X_ Officer (give title Other (specify below) below) SVP and Chief Account Officer					
(Street)			4. If Amendment, Date Original Filed(Month/Day/Year)			6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person					
NORCROSS,	, GA 30092						Form filed by Person	More than One R	eporting		
(City)	(State)	(Zip)	Tab	le I - Non-	Derivative	Securities A	Acquired, Disposed o	of, or Beneficia	lly Owned		
	. Transaction Date Month/Day/Year)	2A. Deeme Execution I any (Month/Day	Date, if	Code	4. Securit onAcquired Disposed (Instr. 3, 4	(A) or of (D)	Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
				Code V	Amount	or (D) Price	Transaction(s) (Instr. 3 and 4)				
Reminder: Repor	rt on a separate line	e for each cla	iss of sec	urities bene	ficially own	ned directly	or indirectly.				
					infor n requir	nation con ed to resp lys a curre	spond to the collect tained in this form ond unless the for ntly valid OMB con	are not m	SEC 1474 (9-02)		

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

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number of	6. Date Exercisable and	7. Title and Amount of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	orDerivative	Expiration Date	Underlying Securities
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)

Edgar Filing: PRIMEDIA INC - Form 4

(Instr. 3)	Price of Derivative Security		(Month/Day/Year)	(Instr. 8)	Acquired (<i>A</i> or Disposed (D) (Instr. 3, 4, and 5)	d of				
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 6.42	06/13/2008		А	10,000		<u>(1)</u>	12/31/2013	Common Stock	10,000

Reporting Owners

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
Barber J Michael 3585 ENGINEERING DRIVE SUITE 100 NORCROSS, GA 30092			SVP and Chief Account Officer					
Signatures								
/s/ Kristi O. Crawford, as Attorney-in-Fact		06/17/2008						
**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) The option vests in three equal annual installments beginning on December 31, 2008 (rounded down to the nearest whole share or up if the last remaining shares are vesting).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.