

PRIMEDIA INC  
Form 4  
May 14, 2008

**FORM 4**

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

OMB APPROVAL

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**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)<br>Code V Amount (D) Price                             |   |  |   |
| 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  |   |

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|              |            |   |       |   |         |                       |   |
|--------------|------------|---|-------|---|---------|-----------------------|---|
| 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 |



## 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.  
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.