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PRIMEDIA	INC									
Form 4	0.5									
March 16, 20									PPROVAL	
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION									FFNOVAL	
Washington, D.C. 20549								OMB Number:	3235-0287	
Check thi if no long						Expires:	January 31, 2005			
subject to Section 1 Form 4 or	SECUR	RITIES			NERSHIP OF	Estimated a burden hou response	average urs per			
Form 5 obligation may cont <i>See</i> Instru 1(b).	$\frac{18}{1000}$ Section 17(a	a) of the Pub	· /	ding Con	npany	Act of	e Act of 1934, f 1935 or Sectio 40	n		
(Print or Type F	Responses)									
RITTS H JAMES III Syn			2. Issuer Name and Ticker or Trading ymbol PRIMEDIA INC [PRM]				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last)	(First) (N	Iiddle) 3. I	Date of Earliest Tr		(Chec	k an applicable	5)			
745 FIFTH AVENUE			(Month/Day/Year) 03/14/2005				Director 10% Owner X Officer (give title Other (specify below) EVP, Pres & CEO PrimediaTV			
	f Amendment, Da	nendment, Date Original				6. Individual or Joint/Group Filing(Check				
NEW YORI	ed(Month/Day/Year)			Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person					
(City)	(State)	(Zip)	Table I - Non-D	Derivative	Securi	ities Acc	uired, Disposed of	f, or Beneficial	lly Owned	
1.Title of Security (Instr. 3)	.Title of security2. Transaction Date (Month/Day/Year)2A. Deemed Execution Date, if		Code	Transaction(A) or Disposed of Code (D)			Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		
Common			Code V	Amount	or	Price	Transaction(s) (Instr. 3 and 4)			
Stock, par value \$.01 per share	03/14/2005		S	5,000	D	\$ 4.09	55,368	D		
Common Stock, par value \$.01 per share	03/14/2005		S	5,000	D	\$ 4.15	50,368	D		

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)

1

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required to respond unless the form displays a currently valid OMB control number.

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)	4. Transactic Code (Instr. 8)	5. 6. Date Exercisable orNumber Expiration Date of (Month/Day/Year) Derivative Securities Acquired (A) or Disposed of (D)		ate	7. Title Amoun Underl Securit (Instr.	nt of lying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
			Code V	(Instr. 3, 4, and 5) (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Addre	SS	Relationships					
	Director	10% Owner	Officer	Other			
RITTS H JAMES III 745 FIFTH AVENUE NEW YORK, NY 10151			EVP, Pres & CEO PrimediaTV				
Signatures							
H. James Ritts	03/15/2005						

III U <u>**</u>Signature of Reporting Person

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

Date

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

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.