

PRIMEDIA INC  
Form 3  
November 02, 2005

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 * |          | 2. Date of Event Requiring Statement | 3. Issuer Name <b>and</b> Ticker or Trading Symbol |                                                                        |
| Â Paro Jeff                               |          | (Month/Day/Year)                     | PRIMEDIA INC [PRM]                                 |                                                                        |
| (Last)                                    | (First)  | (Middle)                             | 4. Relationship of Reporting Person(s) to Issuer   | 5. If Amendment, Date Original Filed(Month/Day/Year)                   |
|                                           |          | 10/24/2005                           |                                                    |                                                                        |
| C/O PRIMEDIA INC.,Â 745 FIFTH AVENUE      |          |                                      | (Check all applicable)                             |                                                                        |
|                                           | (Street) |                                      | <input type="checkbox"/> Director                  | <input type="checkbox"/> 10% Owner                                     |
|                                           |          |                                      | <input checked="" type="checkbox"/> Officer        | <input type="checkbox"/> Other                                         |
|                                           |          |                                      | (give title below)                                 | (specify below)                                                        |
|                                           |          |                                      | Senior Vice President                              |                                                                        |
|                                           |          |                                      |                                                    | 6. Individual or Joint/Group Filing(Check Applicable Line)             |
|                                           |          |                                      |                                                    | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
|                                           |          |                                      |                                                    | <input type="checkbox"/> Form filed by More than One Reporting Person  |
| NEW YORK,Â NYÂ 10151                      |          |                                      |                                                    |                                                                        |
| (City)                                    | (State)  | (Zip)                                |                                                    |                                                                        |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|-------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------|
| Common Stock                    | \$ 3,601 <sup>(1)</sup>                               | D                                                        | Â                                                     |

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

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--------------------------------------------|----------------------------------------------------------|-----------------------------------------------------------------------------|--------------------------------------------------------|------------------------------------------------------|-------------------------------------------------------|
|                                            | Date Exercisable                                         | Title                                                                       |                                                        |                                                      |                                                       |

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|                              |                           | Expiration<br>Date |              | Amount or<br>Number of<br>Shares |         | or Indirect<br>(I)<br>(Instr. 5) |   |
|------------------------------|---------------------------|--------------------|--------------|----------------------------------|---------|----------------------------------|---|
| Stock Options (Right to Buy) | 12/02/2004 <sup>(2)</sup> | 12/02/2008         | Common Stock | 30,000                           | \$ 2.9  | D                                | Â |
| Stock Options (Right to Buy) | 10/07/2003 <sup>(3)</sup> | 10/07/2012         | Common Stock | 5,000                            | \$ 1.85 | D                                | Â |

## Reporting Owners

| Reporting Owner Name / Address                                           | Relationships |           |                         |       |
|--------------------------------------------------------------------------|---------------|-----------|-------------------------|-------|
|                                                                          | Director      | 10% Owner | Officer                 | Other |
| Paro Jeff<br>C/O PRIMEDIA INC.<br>745 FIFTH AVENUE<br>NEW YORK, NY 10151 | Â             | Â         | Â Senior Vice President | Â     |

## Signatures

Jeff Paro 11/01/2005

\*\*Signature of  
Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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) Includes 2,208 shares of PRIMEDIA Common Stock purchased under the ESPP and 1,393 shares of PRIMEDIA Common Stock under the PRIMEDIA 401(k) Plan.
- (2) The option was originally granted on 12/2/2003 and vests in one-third installments of 10,000 each year over a period of three years. As of the date hereof, 10,000 options are vested.
- (3) The option was originally granted on 10/7/2002 and vests in one-quarter installments of 1,250 each year over a period of four years. As of the date hereof, 3,750 options are vested.

Â

### Remarks:

Exhibit List Exhibit 24 - Power of Attorney

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.