Edgar Filing: PRIMEDIA INC - Form 4

PRIMEDIA INC Form 4 August 11, 2000 OMB APPROVAL FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 OMB APPROVAL Check this box if no longer subject to Section 16. Form 5 obligations Ray continue. TATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP SECURITIES OMB UNITED STATES SECURITIES Filed pursuant to Section 16(a) of the Securities Exchange Act of 1935, of the Investment Company Act of 1935 or Section 30(h) of the Investment Company Act of 1935 or Section State of the Securities Exchange Act of 1935, or Section 1940, is the securities Exchange Act of 1935, or Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1935, or Section 1940, State of the Securities Exchange Act of 1935, or Section 1940, is the securities Exchange Act of 1935, or Section 17(a) of the Public Utility Holding Company Act of 1935, or Section 1940, of the Investment Company Act of 1940, is the securities Exchange Act of 1940, is the securi								
 (Print or Type Responses) 1. Name and Address of ReCHELL BEVERLY CONTROL (Last) (Last) (First) C/O PRIMEDIA INCLENGINEERING DRI (Street) NORCROSS, GA 3000 	2. Issuer Name ar Symbol PRIMEDIA IN 3. Date of Earliest 7 Month/Day/Year) 08/08/2008 4. If Amendment, I Filed(Month/Day/Ye	C [PRM] Transaction Date Origin		Issuer (Che X_ Director Officer (give below) 6. Individual or J Applicable Line) _X_ Form filed by Form filed by	(Check all applicable) <u>X</u> Director Officer (give title 10% Owner Dother (specify below) 6. Individual or Joint/Group Filing(Check Applicable Line) <u>X</u> Form filed by One Reporting Person Form filed by More than One Reporting			
(City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned								
1.Title of 2. Transactic Security (Month/Day, (Instr. 3)	any	3.	4. Securiti onor Dispose (Instr. 3, 4	es Acquire ed of (D) and 5) (A) or	d (A) 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)	
Common 08/08/200 Stock	8	S	10,000 (1)	\$ D 3.7	882 67,633	D		
Common 08/11/200 Stock	8	S	10,000 (1)	\$ D 4.1	889 57,633 (<u>3)</u>	D		
Common Stock					1,666	Ι	By Spouse. (4)	
Common Stock					1,833	Ι	Held by Foundation. (5)	

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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)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. Transactio Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or	umber Expiration Date (Month/Day/Year) erivative ecurities cquired			nt of	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne Follo
				Disposed of (D)						Repo Trans (Instr
				(Instr. 3, 4, and 5)						
					Date Exercisable	Expiration Date	Title	Amount or Number of		

Code V (A) (D)

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
CHELL BEVERLY C C/O PRIMEDIA INC. 3585 ENGINEERING DRIVE NORCROSS, GA 30092	X						
Signatures							
/s/ KRISTI O. CRAWFORD, as Attorney-in-Fact	5		08/11/2	008			

**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).
- Upon request, the filer undertakes to provide to the Securities and Exchange Commission's staff, PRIMEDIA Inc. (the "Company") or (1)Company's stockholders, full information regarding the number of shares sold at each separate price.
- The sale price reflects the weighted average sale price for all transactions reported. The actual range of prices for this transaction was (2)from \$3.71 to \$3.87.
- The sale price reflects the weighted average sale price for all transactions reported. The actual range of prices for this transaction was (3) from \$4.14 to \$4.24.
- Shares are owned directly by Robert M. Chell. (4)

Reporting Owners

Shares

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(5) 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.