

PRIMEDIA INC  
Form 8-K  
April 12, 2005

# SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

## FORM 8-K

### CURRENT REPORT

Pursuant to Section 13 or 15 (d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): **April 12, 2005**

## PRIMEDIA Inc.

(Exact name of registrant as specified in its charter)

**DELAWARE**  
(State or other Jurisdiction of  
Incorporation or Organization)

**1-11106**  
(Commission  
File Number)

**13-3647573**  
(I.R.S. Employer  
Identification No.)

**745 FIFTH AVENUE, NEW YORK, NEW YORK**  
(Address of principal executive offices)

**10151**  
(Zip Code)

Registrant's telephone number, including area code (212) **745-0100**

**Item 1.01. Entry into a Material Definitive Agreement**

On April 12, 2005, PRIMEDIA Inc. (the Company ) approved a long-term compensation plan (the LT Plan ) and an incentive plan (the Incentive Plan ) for certain senior executives of Haas Publishing Companies, Inc., a wholly owned subsidiary of the Company. Each of the LT Plan and the Incentive Plan are summarized on Exhibits 99.1 and 99.2, respectively, to this Report on Form 8-K

**Item 9.01. Financial Statements and Exhibits**

(c) Exhibits

Exhibit 99.1 Haas Publishing Companies, Inc. 2005-2007 Long-Term Plan

Exhibit 99.2 Auto and New Home Guide Launch Incentive Plan

**SIGNATURES**

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Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

**PRIMEDIA Inc.**  
(Registrant)

*Date:*        *April 12, 2005*

*/s/ Beverly C. Chell*  
*Beverly C. Chell*  
*Vice Chairman and Secretary*

**INDEX TO EXHIBITS**

| <b>Exhibit No.</b> | <b>Description</b>                               |
|--------------------|--|
| 99.1               | Haas Publishing Company 2005-2007 Long-Term Plan |
| 99.2               | Auto and New Home Guide Launch Incentive Plan    |