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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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

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF

SECURITIES

30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting 2. Date of Event Requiring 3. Issuer Name and Ticker or Trading Symbol Person * Statement PRIMEDIA INC [PRM] **Â** Crawford David Scott (Month/Day/Year) 10/24/2005 (Last) (First) (Middle) 4. Relationship of Reporting 5. If Amendment, Date Original Person(s) to Issuer Filed(Month/Day/Year) C/O PRIMEDIA INC., 745 (Check all applicable) FIFTH AVENUE (Street) 6. Individual or Joint/Group 10% Owner Director _X__ Officer Other Filing(Check Applicable Line) (give title below) (specify below) _X_ Form filed by One Reporting Senior Vice President Person NEW YORK, NYÂ 10151 Form filed by More than One Reporting Person (City) (State) (Zip) Table I - Non-Derivative Securities Beneficially Owned 4. Nature of Indirect Beneficial 1. Title of Security 2. Amount of Securities Beneficially Owned Ownership Ownership (Instr. 4) (Instr. 5) (Instr. 4) Form: Direct (D) or Indirect (I) (Instr. 5) Â Common Stock 486,036 (1) D Reminder: Report on a separate line for each class of securities beneficially SEC 1473 (7-02) owned directly or indirectly. Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a

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

currently valid OMB control number.

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	ecurities Underlying Conversion Overivative Security or Exercise Fo	5. Ownership Form of	6. Nature of Indirect Beneficial Ownership (Instr. 5)
		(Instr. 4)	Price of	Derivative	
		Title	Derivative	Security:	
			Security	Direct (D)	

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	Date Exercisable	Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)	
Stock Options (Right to Buy)	(2)	05/17/2007	Common Stock	4,500	\$ 8	D	Â
Stock Options (Right to Buy)	(3)	10/07/2006	Common Stock	5,000	\$ 11.125	D	Â
Stock Options (Right to Buy)	(4)	01/01/2008	Common Stock	10,000	\$ 12.625	D	Â
Stock Options (Right to Buy)	(5)	07/28/2009	Common Stock	10,000	\$ 15.5625	D	Â
Stock Options (Right to Buy)	(6)	05/10/2011	Common Stock	25,000	\$ 1.85	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships						
1 8	Director	10% Owner	Officer	Othe			
Crawford David Scott							
C/O PRIMEDIA INC.	â	â	Senior Vice President	â			
745 FIFTH AVENUE	А	A	A Senior vice President	A			
NEW YORK, NY 10151							

Signatures

Reporting Person

David S.
Crawford

**Signature of 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 325,000 shares of restricted stock, 3,251 shares of PRIMEDIA common stock purchased through the ESPP and 2,785 shares of PRIMEDIA stock under the PRIMEDIA 401(k) plan
- (2) Option originally granted on May 17, 1994. All options are fully vested as of the date hereof.
- (3) Option originally granted on October 7, 1996. All options are fully vested as of the date hereof.
- (4) Option originally granted on January 1, 1998. All options are fully vested as of the date hereof.
- (5) Option originally granted on July 28, 1999. All options are fully vested as of the date hereof.
- (6) Option originally granted on October 5, 2001. All options are fully vested as of the date hereof.

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Remarks:

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.

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