

PRIMEDIA INC
Form 3
June 02, 2006

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 and Ticker or Trading Symbol | |
| Â Spence Sheila | | (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) |
| | | 05/24/2006 | | |
| C/O PRIMEDIA INC.,Â 745 | | | (Check all applicable) | |
| FIFTH AVENUE | | | <input type="checkbox"/> Director | <input type="checkbox"/> 10% Owner |
| (Street) | | | <input checked="" type="checkbox"/> Officer | <input type="checkbox"/> Other |
| | | | (give title below) | (specify below) |
| | | | Senior Vice President | |
| NEW YORK,Â NYÂ 10151 | | | | 6. Individual or Joint/Group Filing(Check Applicable Line) |
| (City) | (State) | (Zip) | | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
| | | | | <input type="checkbox"/> Form filed by More than One Reporting Person |

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 | 3,753 ⁽¹⁾ | 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) |
|--|--|---|--|--|---|
|--|--|---|--|--|---|

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| | Date Exercisable | Expiration Date | Amount or Number of Shares | | | or Indirect (I) (Instr. 5) | |
|------------------------------|------------------|-----------------|----------------------------|--------|------------|----------------------------|---|
| Stock Options (right to buy) | Â (2) | 09/03/2006 | Common Stock | 9,000 | \$ 11.125 | D | Â |
| Stock Options (right to Buy) | Â (3) | 01/01/2008 | Common Stock | 6,000 | \$ 12.625 | D | Â |
| Stock Options (Right to Buy) | Â (4) | 07/28/2009 | Common Stock | 7,000 | \$ 15.5625 | D | Â |
| Stock Options (Right to Buy) | Â (5) | 03/29/2010 | Common Stock | 10,000 | \$ 27.125 | D | Â |
| Stock Options (Right to Buy) | Â (6) | 10/05/2011 | Common Stock | 13,500 | \$ 1.85 | D | Â |
| Stock Options (Right to Buy) | Â (7) | 12/02/2008 | Common Stock | 20,000 | \$ 2.9 | D | Â |

Reporting Owners

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

Signatures

Sheila E. Spence 05/31/2006

__Signature of Date
Reporting Person

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 647 shares of PRIMEDIA stock under the PRIMEDIA 401(k) plan.
- (2) Options originally granted on September 3, 1996. All options are fully vested on the date hereof.
- (3) Options originally granted on January 1, 1998. All options are fully vested on the date hereof.
- (4) Options originally granted on July 28, 1999. All options are fully vested on the date hereof.
- (5) Options originally granted on March 29, 2000. All options are fully vested on the date hereof.
- (6) Options originally granted on October 5, 2001. All options are fully vested on the date hereof.
- (7) Options originally granted on December 2, 2003; 13,333 fully vested; 6,667 to vest on December 2, 2006.

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.