

PRIMEDIA INC  
Form 8-K  
January 31, 2007

**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): **January 31, 2007**

**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**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

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o Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

o Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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**Item 2.01. Completion of Acquisition or Disposition of Assets**

On January 31, 2007, PRIMEDIA Inc. completed the previously announced sale of its hunting, shooting and fishing titles to InterMedia Outdoor, Inc. an entity controlled by InterMedia Partners VII, L.P. A copy of the press release announcing the completion of such sale is attached hereto as Exhibit 99.

**Item 9.01. Financial Statements and Exhibits**

(c) Exhibits

Exhibit 99            Press Release dated January 31, 2007

**SIGNATURES**

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: January 31, 2007*

By:

*/s/ Kevin J. Neary  
Kevin J. Neary  
Senior Vice President, Chief Financial Officer*

**INDEX TO EXHIBITS**

| <b>Exhibit No.</b> | <b>Description</b>                   |
|--------------------|--------------------------------------|
| 99                 | Press Release dated January 31, 2007 |