

PRIMEDIA INC  
Form 4  
August 11, 2008

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN 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 \*  
**CHELL BEVERLY C**

(Last) (First) (Middle)

**C/O PRIMEDIA INC., 3585  
ENGINEERING DRIVE**

(Street)

**NORCROSS, GA 30092**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**PRIMEDIA INC [PRM]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**08/08/2008**

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	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)
			Code	V Amount (A) or (D) Price			
Common Stock	08/08/2008		S	10,000 (1) D \$ 3.7882 (1) (2)	67,633	D	
Common Stock	08/11/2008		S	10,000 (1) D \$ 4.1889 (1) (3)	57,633	D	
Common Stock					1,666	I	By Spouse. (4)
Common Stock					1,833	I	Held by Foundation. (5)

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474  
(9-02)

**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)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Transaction (Instr. 5)
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**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  
Date: 08/11/2008

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

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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.