

PRIMEDIA INC  
Form 8-K  
March 29, 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): **March 29, 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)

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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)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 7.01 Regulation FD Disclosure**

On Wednesday, March 28, 2007, PRIMEDIA Inc. (the Company ) made a presentation at the Bank of America 2007 Media, Telecommunications and Entertainment Conference. Certain public press reports following the conference have indicated that the Company will name Robert Metz CEO of the Company following the sale of the Company s enthusiast magazine division. The Company is filing this Current Report on Form 8-K to reiterate that the Board of Directors of the Company has not reached any final decision regarding the sale of its enthusiast magazine division or the management of the Company in the event a sale is completed.

The information in this report, including the exhibit, shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the Exchange Act ), or otherwise subject to the liabilities under that Section, nor shall it be deemed to be incorporated by reference into any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as expressly set forth by specific reference in such a filing.

**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.

*Date: March 29, 2007*

**PRIMEDIA Inc.**

(Registrant)

By:

*/s/ Jason S. Thaler  
Jason S. Thaler  
Senior Vice President,  
General Counsel*