

PRIMEDIA INC  
Form 3  
December 20, 2007

**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 <b>and</b> Ticker or Trading Symbol	
Â Mayfield Arlene		(Month/Day/Year)	PRIMEDIA INC [PRM]	
(Last)	(First)	(Middle)	12/12/2007	
3585 ENGINEERING DRIVE,Â SUITE 100		4. Relationship of Reporting Person(s) to Issuer		5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)		(Check all applicable)		
NORCROSS,Â GAÂ 30092		<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below)    (specify below) Senior Vice President		6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
(City)	(State)	(Zip)		

**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	222.3718	D	Â

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

SEC 1473 (7-02)

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**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)  Title	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)	
Employee Stock Option (Right to Buy)	Â (1)	07/28/2009	Common Stock	125 (2)	\$ 93.375 (2)	D	Â
Employee Stock Option (Right to Buy)	Â (3)	10/05/2011	Common Stock	124 (2)	\$ 11.1 (2)	D	Â
Employee Stock Option (Right to Buy)	Â (4)	12/02/2008	Common Stock	1,666 (2)	\$ 17.4 (2)	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Mayfield Arlene 3585 ENGINEERING DRIVE SUITE 100 NORCROSS, GA 30092	Â	Â	Â Senior Vice President	Â

## Signatures

/s/ ARLENE  
MAYFIELD

12/20/2007

\*\*Signature of Reporting Person

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).

Under the terms of the PRIMEDIA 1992 Stock Purchase and Option Plan, as amended (the "Plan"), granted options vested in five annual installments beginning July 28, 2000, and may be exercised (to the extent vested) beginning on such vesting date and continuing to July 27, 2009.

(2) Reflects a 1-for-6 reverse stock split which became effective on August 1, 2007.

(3) Under the terms of the Plan, granted options vested in four annual installments beginning October 5, 2002, and may be exercised (to the extent vested) beginning on such vesting date and continuing to October 4, 2011.

(4) Under the terms of the Plan, granted options vested in three annual installments beginning December 2, 2004, and may be exercised (to the extent vested) beginning on such vesting date and continuing to December 1, 2008.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure.

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