

PRIMEDIA INC  
Form 8-K  
March 02, 2005

# 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 1, 2005**

## 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**

**Item 7.01. Regulation FD Disclosure**

On March 1, 2005, PRIMEDIA Inc. made a presentation at the Bear Stearns Media Conference. A copy of such presentation is furnished as Exhibit 99 to this report on Form 8-K. The information in Exhibit 99 is being furnished pursuant to Items 7.01 and 9.01 of this report on Form 8-K and 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 of that section, nor shall it be deemed incorporated by reference in 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.

**Item 9.01. Financial Statements and Exhibits**

(c) Exhibits

Exhibit 99: Presentation of PRIMEDIA Inc. at Bear Stearns Media Conference, dated March 1, 2005

**SIGNATURES**

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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:*        *March 2, 2005*

*/s/ Beverly C. Chell*  
*Beverly C. Chell*  
*Vice Chairman and Secretary*

**INDEX TO EXHIBITS**

| <b>Exhibit No.</b> | <b>Description</b>                                                                 |
|--------------------|------------------------------------------------------------------------------------|
| 99                 | Presentation of PRIMEDIA Inc. at Bear Stearns Media Conference dated March 1, 2005 |