PRIMEDIA INC
Form 3
November 02, 2005

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 *
Â Crawford David Scott

(Last) (First) (Middle)

C/O PRIMEDIA INC.,Â 745 FIFTH AVENUE

(Street)

NEW YORK,Â NYÂ 10151

(City) (State) (Zip)

2. Date of Event Requiring Statement (Month/Day/Year)
10/24/2005

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

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

_____ Director
_____ 10% Owner
__X__ Officer (give title below)
_____ Other (specify below)
Senior Vice President

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

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ Form filed by One Reporting Person
___ Form filed by More than One Reporting Person

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	486,036 (1)	D	Â

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

SEC 1473 (7-02)

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
		Title			

	Date Exercisable	Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)	
Stock Options (Right to Buy)	Â (2)	05/17/2007	Common Stock	4,500	$ 8	D	Â
Stock Options (Right to Buy)	Â (3)	10/07/2006	Common Stock	5,000	$ 11.125	D	Â
Stock Options (Right to Buy)	Â (4)	01/01/2008	Common Stock	10,000	$ 12.625	D	Â
Stock Options (Right to Buy)	Â (5)	07/28/2009	Common Stock	10,000	$ 15.5625	D	Â
Stock Options (Right to Buy)	Â (6)	05/10/2011	Common Stock	25,000	$ 1.85	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Crawford David Scott C/O PRIMEDIA INC. 745 FIFTH AVENUE NEW YORK,Â NYÂ 10151	Â	Â	Â Senior Vice President	Â

Signatures

David S. Crawford	11/01/2005
**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).

(1) Includes 325,000 shares of restricted stock, 3,251 shares of PRIMEDIA common stock purchased through the ESPP and 2,785 shares of PRIMEDIA stock under the PRIMEDIA 401(k) plan

(2) Option originally granted on May 17, 1994. All options are fully vested as of the date hereof.

(3) Option originally granted on October 7, 1996. All options are fully vested as of the date hereof.

(4) Option originally granted on January 1, 1998. All options are fully vested as of the date hereof.

(5) Option originally granted on July 28, 1999. All options are fully vested as of the date hereof.

(6) Option originally granted on October 5, 2001. All options are fully vested as of the date hereof.

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Remarks:

ExhibitÂ 24Â -Â PowerÂ ofÂ Attorney

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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