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PRIMEDIA INC  
Form 8-K  
August 05, 2004

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) AUGUST 5, 2004

COMMISSION FILE NUMBER: 1-11106

PRIMEDIA INC.  
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(Exact name of registrant as specified in its charter)

DELAWARE

13-3647573

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(State or other jurisdiction of  
incorporation or organization)

(I.R.S. Employer  
Identification No.)

745 Fifth Avenue, New York, New York  
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(Address of principal executive offices)

10151  
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(Zip Code)

Registrant's telephone number, including area code

(212) 745-0100  
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ITEM 5. OTHER EVENTS AND REGULATION FD DISCLOSURE

On August 5, 2004, Kelly P. Conlin, PRIMEDIA Inc.'s CEO and President, purchased 10,000 shares of PRIMEDIA Inc. stock in the open market at a price of \$2.20 per share.

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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.

PRIMEDIA INC.

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(Registrant)

Date: August 5, 2004

/s/ Beverly C. Chell

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(Signature)

Vice Chairman and Secretary