

PRIMEDIA INC  
Form 8-K  
February 09, 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): **February 9, 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)

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)

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o Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

o 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 February 9, 2007, the Company announced that its Board of Directors has authorized management to explore the sale of its Enthusiast Media segment.

Attached hereto as Exhibit 99 and incorporated herein by reference is a copy of the press release issued on February 9, 2007.

**Item 9.01. Financial Statements and Exhibits**

(c) Exhibits

Exhibit 99      Press Release of PRIMEDIA Inc. dated February 9, 2007

**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.**  
(Registrant)

*Date: February 9, 2007*

By:

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

**INDEX TO EXHIBITS**

| <b>Exhibit No.</b> | <b>Description</b>                                    |
|--------------------|---|
| 99                 | Press Release of PRIMEDIA Inc. dated February 9, 2007 |