

PRIMEDIA INC

Form 3

December 20, 2007

FORM 3**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104

Expires: January 31, 2005

Estimated average burden hours per response... 0.5

**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 Mayfield Arlene

(Last)

(First)

(Middle)

2. Date of Event Requiring
Statement

(Month/Day/Year)

12/12/2007

3. Issuer Name **and** Ticker or Trading Symbol
PRIMEDIA INC [PRM]4. Relationship of Reporting
Person(s) to Issuer5. If Amendment, Date Original
Filed(Month/Day/Year)

(Check all applicable)

☐ Director ☐ 10% Owner
☒ Officer ☐ Other
(give title below) (specify below)
Senior Vice President

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

3585 ENGINEERING
DRIVE,Â SUITE 100

(Street)

NORCROSS,Â GAÂ 30092

(City)

(State)

(Zip)

Table I - Non-Derivative Securities Beneficially Owned1. 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)

**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)
Title4. Conversion
or Exercise
Price of
Derivative
Security5. Ownership
Form of
Derivative
Security:
Direct (D)6. Nature of Indirect
Beneficial Ownership
(Instr. 5)

Edgar Filing: PRIMEDIA INC - Form 3

	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.
- (1) Reflects a 1-for-6 reverse stock split which became effective on August 1, 2007.
- (2) 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.
- (3) 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.
- (4)

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

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