PRIMEDIA INC Form 4 August 11, 2008

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

5. Relationship of Reporting Person(s) to

1,833

I

3235-0287

Expires:

January 31, 2005

0.5

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OMB APPROVAL

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction

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

2. Issuer Name and Ticker or Trading

(Print or Type Responses)

1. Name and Address of Reporting Person *

1(b).

Common

Stock

CHELL BEVERLY C			Symbol PRIMEDIA INC [PRM]				mig	Issuer (Charle all applicable)			
(Last) (First) (Middle) C/O PRIMEDIA INC., 3585 ENGINEERING DRIVE			3. Date of Earliest Transaction (Month/Day/Year) 08/08/2008					(Check all applicable) X Director 10% Owner Officer (give title below) Other (specify below)			
	(Street)		4. If An	nendment, I	Date Origin	al		6. Individual or J	oint/Group F	iling(Check	
NORCR	OSS, GA 30092		Filed(M	Ionth/Day/Ye	ear)			Applicable Line) _X_ Form filed by Form filed by Person			
(City)	(State)	(Zip)	Ta	ble I - Non	-Derivativ	e Secu	ırities Acqı	uired, Disposed (of, or Benefic	ially Owned	
1.Title of Security (Instr. 3)	2. Transaction E (Month/Day/Yea		Date, if	3. Transactic Code (Instr. 8)	4. Securit DOT Dispos (Instr. 3, 4)	ed of		5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Common Stock	1 08/08/2008			S	10,000 (1)	D	\$ 3.7882 (1) (2)	67,633	D		
Common Stock	¹ 08/11/2008			S	10,000 (1)	D	\$ 4.1889 (1) (3)	57,633	D		
Common Stock	1							1,666	I	By Spouse.	
Commoi	1									Held by	

Foundation.

(5)

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

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SEC 1474 (9-02)

> 9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerci	sable and	7. Title	and	8. Price of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transact	iorNumber	Expiration Da	te	Amoun	nt of	Derivative
Security	or Exercise		any	Code	of	(Month/Day/Y	(ear)	Underl	ying	Security
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Securit	ies	(Instr. 5)
	Derivative				Securities			(Instr. 3	3 and 4)	
	Security				Acquired					
					(A) or					
					Disposed					
					of (D)					
					(Instr. 3,					
					4, and 5)					
									Amount	
						Date	Expiration		or	
						Exercisable	Date		Number	
									of	
				Code V	$^{\prime}$ (A) (D)				Shares	

Reporting Owners

	Relationships
Reporting Owner Name / Address	

Director 10% Owner Officer Other

CHELL BEVERLY C C/O PRIMEDIA INC. 3585 ENGINEERING DRIVE NORCROSS, GA 30092



Signatures

/s/ KRISTI O. CRAWFORD, as

Attorney-in-Fact 08/11/2008

**Signature of Reporting Person Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(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) Upon request, the filer undertakes to provide to the Securities and Exchange Commission's staff, PRIMEDIA Inc. (the "Company") or Company's stockholders, full information regarding the number of shares sold at each separate price.
- (2) The sale price reflects the weighted average sale price for all transactions reported. The actual range of prices for this transaction was from \$3.71 to \$3.87.
- (3) The sale price reflects the weighted average sale price for all transactions reported. The actual range of prices for this transaction was from \$4.14 to \$4.24.
- (4) Shares are owned directly by Robert M. Chell.

Reporting Owners 2

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(5) Shares are owned directly by the Robert and Beverly Chell Foundation over which the reporting person shares voting and investment power.

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.