

Edgar Filing: PRIMEDIA INC - Form 8-K

PRIMEDIA INC  
Form 8-K  
October 12, 2001

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) October 12, 2001

Commission file number: 1-11106

PRIMEDIA INC.  
-----

(Exact name of registrant as specified in its charter)

DELAWARE

13-3647573

-----  
(State or other jurisdiction of  
incorporation or organization)

(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  
-----

2

ITEM 5. Other Events

On October 11, 2001, PRIMEDIA Inc. was informed that CMGI, Inc. sold 6,115,200 shares of PRIMEDIA Inc. common stock (par value \$.01) to an institutional investor in a privately negotiated transaction with The Shemano Group Inc. acting as the broker of record.

Edgar Filing: PRIMEDIA INC - Form 8-K

3

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: October 12, 2001

/s/ Beverly C. Chell

-----  
(Signature)

Vice Chairman