

Edgar Filing: PRIMEDIA INC - Form 4

| Derivative Security | | | or Disposed of (D) (Instr. 3, 4, and 5) | | | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
|-----------------------------|---------|------------|---|---|--------|------------------|-----------------|--------------|----------------------------|
| | | | Code | V | (A) | | | | |
| Stock Option (right to buy) | \$ 6.42 | 06/13/2008 | A | | 50,000 | (1) | 12/31/2013 | Common Stock | 50,000 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--------------------------------|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| GREENIAUS H JOHN | | | X | |

Signatures

/s/ Kristi O. Crawford, as Attorney-in-Fact
 06/17/2008
 **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) The option vests in three equal annual installments beginning on December 31, 2008 (rounded down to the nearest whole share or up if the last remaining shares are vesting).

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.