

PRIMEDIA INC  
Form 8-K  
August 05, 2004

# 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): **August 5, 2004**

## 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**

**Item 7. Financial Statements and Exhibits**

(c) Exhibits

Exhibit 99: Press Release of PRIMEDIA Inc., dated August 5, 2004

**Item 12. Results of Operations and Financial Condition**

On August 5, 2004, PRIMEDIA Inc. issued a press release announcing its financial results for the second quarter ended June 30, 2004. A copy of the press release is furnished as Exhibit 99 to this report on Form 8-K. The information in Exhibit 99 is being furnished pursuant to Item 12 of this report on Form 8-K and shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the Exchange Act ), or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as expressly set forth by specific reference in such a filing.

**SIGNATURES**

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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:* August 5, 2004

/s/ Beverly C. Chell  
Beverly C. Chell  
*Vice Chairman and Secretary*

**INDEX TO EXHIBITS**

| <b>Exhibit No.</b> | <b>Description</b>                                   |
|--------------------|--|
| 99                 | Press Release of PRIMEDIA Inc., dated August 5, 2004 |