

Abrahams Bruce  
Form 3  
June 15, 2006

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

OMB APPROVAL

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**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 * |         | 2. Date of Event Requiring Statement | 3. Issuer Name <b>and</b> Ticker or Trading Symbol                         |  |
| Â Abrahams Bruce                          |         | (Month/Day/Year)                     | PRIMEDIA INC [PRM]   |  |
| (Last)                                    | (First) | (Middle)                             | 06/12/2006   |  |
| C/O PRIMEDIA INC.,Â 745                   |         |                                      | 4. Relationship of Reporting Person(s) to Issuer                           | 5. If Amendment, Date Original Filed(Month/Day/Year)                   |
| FIFTH AVENUE                              |         |                                      |  |  |
| (Street)                                  |         |                                      | (Check all applicable)   |  |
| NEW YORK,Â NYÂ 10151                      |         |                                      | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner       | 6. Individual or Joint/Group Filing(Check Applicable Line)             |
| (City)                                    | (State) | (Zip)                                | <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
|   |         |                                      | (give title below) (specify below)   | <input type="checkbox"/> Form filed by More than One Reporting Person  |
|   |         |                                      | Senior Vice President  |  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security<br>(Instr. 4)       | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|--|--|---|--|
| Common Stock, par value \$0.01 per share | 20,000 <sup>(1)</sup>                                    | D   | Â  |

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

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and Expiration Date<br>(Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security<br>(Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security:<br>Direct (D) | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|---|---|--|--|---|--|
|   | Date Exercisable  | Title  |  |   |  |

## Edgar Filing: Abrahams Bruce - Form 3

|                              |                           | Expiration Date |              | Amount or Number of Shares |            | or Indirect (I) (Instr. 5) |   |
|------------------------------|---------------------------|-----------------|--------------|----------------------------|------------|----------------------------|---|
| Stock Options (Right to Buy) | Â (2)                     | 01/01/2008      | Common Stock | 1,500                      | \$ 12.625  | D                          | Â |
| Stock Options (Right to Buy) | Â (3)                     | 07/28/2009      | Common Stock | 1,500                      | \$ 15.5625 | D                          | Â |
| Stock Options (Right to Buy) | Â (4)                     | 10/05/2011      | Common Stock | 4,800                      | \$ 1.85    | D                          | Â |
| Stock Options (Right to Buy) | 12/02/2004 <sup>(5)</sup> | 12/02/2008      | Common Stock | 12,500                     | \$ 2.9     | D                          | Â |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                         |       |
|---|---------------|-----------|-------------------------|-------|
|   | Director      | 10% Owner | Officer                 | Other |
| Abrahams Bruce<br>C/O PRIMEDIA INC.<br>745 FIFTH AVENUE<br>NEW YORK, NY 10151 | Â             | Â         | Â Senior Vice President | Â     |

## Signatures

Bruce Abrahams                      06/14/2006

\_\_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).

(1) Consists of 20,000 shares of restricted stock, all of which are vested.

(2) Option originally granted on January 1, 1998. All options are fully vested as of the date hereof.

(3) Option originally granted on July 28, 1999. All options are fully vested as of the date hereof.

(4) Option originally granted on October 5, 2001. All options are fully vested as of the date hereof.

(5) Grant date December 2, 2003. The option is exercisable in three installments of one-third each beginning December 2, 2004. As of the date hereof, 8,333 shares are vested

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

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