

PRIMEDIA INC  
Form 8-K  
July 31, 2006

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

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**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): **July 31, 2006**

**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 5.02. Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers.**

On July 31, 2006, PRIMEDIA Inc. (the Company) announced the appointment of Steve Parr as President of PRIMEDIA's Enthusiast Media division.

The Company also announced that it has promoted Kim Payne to CFO of Consumer Source Inc., the Company's Consumer Guides Segment.

A copy of the press release issued by the Company announcing the appointments is attached hereto as Exhibit 99.1.

**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: July 31, 2006*

*/s/ Christopher A. Fraser  
Christopher A. Fraser  
Senior Vice President  
and General Counsel*

**INDEX TO EXHIBITS**

<b>Exhibit No.</b>	<b>Description</b>
99.1	Press Release of PRIMEDIA Inc. dated July 31, 2006