

PRIMEDIA INC  
Form 8-K  
February 18, 2005

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## 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): **February 17, 2005**

### 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**

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**Item 1.01**

On February 17, 2005, PRIMEDIA entered into an agreement to sell all of the stock of its subsidiary About, Inc. to the New York Times Company in an all-cash transaction valued at approximately \$410 million. This divestiture is subject to customary regulatory approvals and is expected to be completed late in the first quarter or early in the second quarter of 2005.

**Item 8.01 Other Events**

On February 27, 2005, PRIMEDIA Inc. issued a press release relating to its About, Inc. subsidiary. A copy of the press release is attached hereto as Exhibit 99.

**Item 9.01 Financial Statements and Exhibits**

(c) Exhibits

Exhibit 99: Press Release of PRIMEDIA Inc., dated February 27, 2005.



**INDEX TO EXHIBITS**

**Exhibit No.**

**Description**

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99

Press Release of PRIMEDIA Inc., dated February 17, 2005

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SIGNATURES

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