

PENTON MEDIA INC  
 Form 4  
 July 21, 2005

**FORM 4**

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

OMB APPROVAL

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**STATEMENT OF CHANGES IN 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 \*  
**GREENE R DOUGLAS**

(Last) (First) (Middle)

**PENTON MEDIA, INC., 1300  
 EAST 9TH STREET**

(Street)

**CLEVELAND, OH 44114**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**PENTON MEDIA INC [PTON]**

3. Date of Earliest Transaction  
 (Month/Day/Year)  
**07/23/2004**

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3)           | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|   |                                      |  |                                | (A) or (D)  | Price   |  |                                   |
| Common Stock, par value, \$0.01 per share | 07/23/2004                           |  | J <sup>(3)</sup>               | 500,000 D   | ③ 1,994,250   | D  |                                   |

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

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SEC 1474 (9-02)

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

| 1. Title of Derivative Security (Instr. 3)                   | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Price of Underlying Security (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|
| Stock Option - Right to Buy <sup>(1)</sup>                   | \$ 6.89  |                                      |  |                                |   | 11/16/2004 11/16/2011                                    | Common Stock 4,000  |  |
| Stock Option - Right to Buy <sup>(1)</sup>                   | \$ 24.29   |                                      |  |                                |   | 02/07/2004 02/07/2011                                    | Common Stock 2,500  |  |
| Stock Option - Right to Buy <sup>(1)</sup>                   | \$ 22.9375   |                                      |  |                                |   | 02/01/2003 02/01/2010                                    | Common Stock 2,000  |  |
| Stock Option - Right to Buy <sup>(1)</sup><br><sup>(2)</sup> | \$ 0.37  |                                      |  |                                |   | 02/24/2006 02/24/2013                                    | Common Stock 4,000  |  |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| GREENE R DOUGLAS<br>PENTON MEDIA, INC.<br>1300 EAST 9TH STREET<br>CLEVELAND, OH 44114 | X             |           |         |       |

## Signatures

R. Douglas  
Greene

07/21/2005

\_\_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) Vested shares cannot be voted or transferred until distribution of certificate therefore upon full vesting of award or earlier termination of employment.
  - (2) Scheduled to vest 1/3 per year on anniversary of grant. This option is exercisable upon vesting.
  - (3) Reflects the transfer by reporting person of 500,000 shares of Issuer's common stock to his ex-spouse pursuant to a court approved property settlement, dated July 23, 2004.

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.