ABOUT COM INC Form SC 13D/A January 04, 2001

UNITED STATES SECURITIES AND EXCHANGE COMMISSION WASHINGTON, DC 20549

SCHEDULE 13D Under the Securities Exchange Act of 1934 (Amendment No. 8)(1)

About.com, Inc.

(Name of Issuer)

Common Stock, par value \$.001 per share

(Title of Class of Securities)

003736105

(CUSIP Number)

Charles McCurdy President PRIMEDIA Inc. 745 Fifth Avenue New York, NY 10151 (212) 745-0100

(Name, Address and Telephone Number of Person Authorized to Receive Notices and Communications)

December 29, 2000

(Date of Event Which Requires Filing of this Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition which is the subject of this Schedule 13D, and is filing this schedule because of Rule 13d-1(e), 13d-1(f) or 13d-1(g), check the following box / /.

NOTE: Six copies of this statement, including all exhibits, should be filed with the Commission. See Rule 13d-1(a) for other parties to whom copies are to be sent.

> (Continued on the following pages) (Page 1 of 20 Pages)

(1) The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange

Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes). _____ _____ CUSIP No. 003736105 Schedule 13D Page 2 of 20 Pages _____ _____ NAME OF REPORTING PERSONS. S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE 1 PERSONS PRIMEDIA Inc. 13-3647573 _____ CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP* 2 (a) | X | (b) _____ SEC USE ONLY 3 _____ _____ SOURCE OF FUNDS* 4 OO (see Item 3) _____ _____ CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) or 2(e) 5 _____ _____ CITIZENSHIP OR PLACE OF ORGANIZATION 6 Delaware _____ 7 SOLE VOTING POWER 5,588,795 _____ NUMBER OF _____ SHARES 8 SHARED VOTING POWER BENEFICIALLY 1,798,062** OWNED BY _____ EACH REPORTING 9 SOLE DISPOSITIVE POWER PERSON WITH 5,588,795 -----10 SHARED DISPOSITIVE POWER 0 _____ AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 11 7,386,857 _____ CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES* 12 ____ _____ PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 13 34.55%*** _____ _____ TYPE OF REPORTING PERSON* 14 CO _____

*SEE INSTRUCTIONS BEFORE FILLING OUT

** Neither the filing of this Schedule 13D nor any of its contents shall

be deemed to constitute an admission that PRIMEDIA Inc. is the beneficial owner of any of the Company Common Stock (as defined below) for purposes of Section 13(d) of the Securities Exchange Act of 1934, as amended, or for any other purpose, and such beneficial ownership is expressly disclaimed.

*** Based on 21,380,110 shares of Company Common Stock outstanding, calculated as the sum of 19,766,665 shares of Company Common Stock outstanding on November 10, 2000 according to the Company's Quarterly Report on Form 10-Q for the quarter ended September 30, 2000, plus 1,613,445 shares of Company Common Stock issued on December 5, 2000 pursuant to the Second Ads for Equity Agreement (as defined below).

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Act or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP	No. 003736	105	Schedule 13D	Page 4 of 20	Pages			
1	NAME OF RE PERSONS	PORTIN	IG PERSONS. S.S. OR	I.R.S. IDENTIFICATION N	O. OF ABOVE			
	MA A	ssocia	ates, L.P.					
2	CHECK THE	APPROI	PRIATE BOX IF A MEMB	ER OF A GROUP*	(a) (b) X			
3	SEC USE ON	ILY						
4	SOURCE OF	FUNDS'	τ					
	Not Applicable							
5			SCLOSURE OF LEGAL PR 4 2(d) or 2(e)	OCEEDINGS IS REQUIRED				
6	CITIZENSHI	P OR B	PLACE OF ORGANIZATIO	 N				
	Dela	ware						
		7	SOLE VOTING POWER					
			0					
	MBER OF Shares	8	SHARED VOTING POWE	R				
	BENEFICIALLY OWNED BY EACH		0					
	EACH PORTING SON WITH	9 SOLE DISPOSITIVE POWER						
FLK	SON WITH		0					
		10	SHARED DISPOSITIVE	POWER				
			0					

11	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
	Beneficial ownership of all shares disclaimed by MA Associates, L.P.
12	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES*
13	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)
	Not applicable (see 11 above)
14	TYPE OF REPORTING PERSON* PN

*SEE INSTRUCTIONS BEFORE FILLING OUT

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Act or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP	No.	003736	105	Schedule	13D			Page 5	of 20	Pages		
1	NAME PERS		PORTING	G PERSONS.	S.S. C	DR I.R.	S. IDEN	NTIFICA	TION NO	0. OF 2	ABOVE	
		FP A:	ssociat	tes, L.P.								
2	CHEC	CK THE 2	APPROPI	RIATE BOX	IF A ME	MBER O	F A GRO)UP *		(a) (b)		
3	SEC	USE ON										
4	SOUF	RCE OF 1										
		Not 2	Applica	able								
5	CHEC	CK BOX	IF DISC	CLOSURE OF	' LEGAL	PROCEE	DINGS 1	IS REQU	IRED			
	PURS	GUANT TO	O ITEM	2(d) or 2							I	
6	CITI	ZENSHI	P OR PI	LACE OF OF								
		Dela	ware									
			7	SOLE VOTI	NG POWE	lr						
				0								
	SHARE		8	SHARED VC	TING PC							
	WNED			0								
	EACH PORTI SON V	ING	9	SOLE DISE	POSITIVE	POWER						

	0		
	10 SHARED DISPOSITIVE POWER		
	0		
11	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING P	ERSOI	 N
	Beneficial ownership of all shares disclaimed by FP Ass	ociat	tes, L.P.
12	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAI	N SHA	ARES*
13	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) Not applicable (see 11 above)		
14	TYPE OF REPORTING PERSON*		
	PN		
	*SEE INSTRUCTIONS BEFORE FILLING OUT		
subje	The information required on the remainder of this cover page d to be "filed" for the purpose of Section 18 of the Act or ot ct to the liabilities of that section of the Act but shall be ther provisions of the Act (however, see the Notes).	herw	ise
CUSIP	No. 003736105 Schedule 13D Page 6 of 20 Pa	ges	
1	NAME OF REPORTING PERSONS. S.S. OR I.R.S. IDENTIFICATION NO. PERSONS	OF AI	BOVE
	Magazine Associates, L.P.		
2		(a) (b)	 X
3	SEC USE ONLY		
4	SOURCE OF FUNDS*		
	Not Applicable		
5	CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) or 2(e)		
6	CITIZENSHIP OR PLACE OF ORGANIZATION		
	Delaware		
	7 SOLE VOTING POWER		
	0		
	MBER OFSHARED VOTING POWER SHARES 8 SHARED VOTING POWER EFICIALLY		

OWNED BY										
EACH REPORTING PERSON WITH		9	SOLE DISPOSITIVE	E POWER						
			0							
		 10	10 SHARED DISPOSITIVE POWER							
			0							
 11	AGG	REGATE A	AMOUNT BENEFICIAL	LLY OWNED BY EACH REPOR	TING PERSON					
		eficial ociates,		shares disclaimed by	Magazine					
12	CHECK BOX	IF THE	AGGREGATE AMOUN	IN ROW (11) EXCLUDES	CERTAIN SHARES*					
13	PERCENT O	F CLASS	REPRESENTED BY A	AMOUNT IN ROW (11)						
	Not	applica	able (see 11 abov	/e)						
14	TYPE OF R	EPORTING	G PERSON*							
	PN									
subje	ct to the	liabilit	ies of that sect	E Section 18 of the Act tion of the Act but sha er, see the Notes).						
CUSIP	No. 00373	6105	Schedule 13D	Page 7 of	20 Pages					
 1	PERSONS			DR I.R.S. IDENTIFICATIC	ON NO. OF ABOVE					
	Pub 	lishing 	Associates, L.P							
2	CHECK THE	APPROPI	RIATE BOX IF A MI	EMBER OF A GROUP*	(a) (b) X					
3	SEC USE O	NLY								
4	SOURCE OF	FUNDS*								
	Not	Applica	able							
5			CLOSURE OF LEGAL 2(d) or 2(e)	PROCEEDINGS IS REQUIRE						
6		IP OR PI aware	LACE OF ORGANIZAT							

			ugai i lillig. Aboot o	CIM INC - I OITI SC ISD/A
		7	SOLE VOTING POWER	
			0	
	ARES	8	ER	
	CIALLY D BY		0	
EA REPOI	ACH RTING	 9	SOLE DISPOSITIVE H	POWER
PERSON	I WITH		0	
		 10	SHARED DISPOSITIVE	E POWER
			0	
11	AG	GREGATE	AMOUNT BENEFICIALLY	Y OWNED BY EACH REPORTING PERSON
			l ownership of all s s, L.P.	shares disclaimed by Publishing
	ieck bo 	X IF TH	E AGGREGATE AMOUNT :	IN ROW (11) EXCLUDES CERTAIN SHARES*
13 PH	ERCENT	OF CLAS	S REPRESENTED BY AMO	
	No	t appli	cable (see 11 above))
14 TY	PE OF	REPORTI	NG PERSON*	
	PN			
			*SEE INSTRUCTIONS I	BEFORE FILLING OUT
deemed t subject	to be " to the	filed" liabil	for the purpose of S	mainder of this cover page shall not be Section 18 of the Act or otherwise on of the Act but shall be subject to , see the Notes).
CUSIP No	0037	36105	Schedule 13D	Page 8 of 20 Pages
	AME OF CRSONS	 REPORTI	NG PERSONS. S.S. OR	I.R.S. IDENTIFICATION NO. OF ABOVE
	Ch	annel O	ne Associates, L.P.	

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP* (a) | |

3 SEC USE ONLY

4 SOURCE OF FUNDS*

Not Applicable

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(b) |X|

5			LOSURE OF L 2(d) or 2(e		EEDINGS	IS R	EQUIRED			
6	CITIZENSH	IP OR PL	ACE OF ORGA	NIZATION						
	Dela	aware								
		7	SOLE VOTING	POWER						
			0							
:	MBER OF SHARES	8	SHARED VOTI	NG POWER						
	EFICIALLY WNED BY	0								
	EACH PORTING	9	SOLE DISPOS	ITIVE POW	ER					
PER:	SON WITH		0							
		10	SHARED DISP	OSITIVE P	OWER					
			0							
11	AGGI	REGATE A	MOUNT BENEF	ICIALLY O	WNED BY	EACH	REPORT	ING PE	RSON	
		eficial ociates,	ownership o L.P.	f all sha	res dis	claim	ed by C	hannel	. One	2
12	CHECK BOX	IF THE	AGGREGATE A	MOUNT IN	ROW (11) EXC	LUDES C	ERTAIN	I SHA	RES*
13	PERCENT O	F CLASS	REPRESENTED	BY AMOUN	T IN RO	W (11)			
	Not	applica	ble (see 11	above)						
14	TYPE OF RI	EPORTING	PERSON*							
	PN									
		*	SEE INSTRUC	TIONS BEF	ORE FIL	LING	OUT			
other	e deemed to wise subjeo	o be "fi ct to th	tion requir led" for th e liabiliti ovisions of	e purpose es of tha	of Sec t secti	tion on of	18 of t the Ac	he Act t but	or shal	
CUSIP	No. 00373	6105	Schedule 13	D		 Pag	e 9 of	20 Pag	es	
1	NAME OF RI PERSONS	EPORTING	PERSONS. S	.S. OR I.	R.S. ID		ICATION	NO. C)F AB	SOVE
	KKR	Partner	s II, L.P.							
2	CHECK THE	APPROPR	IATE BOX IF	A MEMBER	OF A G	ROUP*			 .) .)	

3	SEC USE ON	NLY	
4	SOURCE OF	FUNDS*	
	Not	Applicable	
5		IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED TO ITEM 2(d) or 2(e)	
6	CITIZENSHI	IP OR PLACE OF ORGANIZATION	
	Delaw	ware	
		7 SOLE VOTING POWER	
		0	
	UMBER OF SHARES	8 SHARED VOTING POWER	
	NEFICIALLY OWNED BY	0	
	EACH EPORTING	9 SOLE DISPOSITIVE POWER	
PE	RSON WITH	0	
		10 SHARED DISPOSITIVE POWER	
		0	
11	AGGF	REGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERS	ON
	Bene L.P.	eficial ownership of all shares disclaimed by KKR Partm \cdot	ers II,
12	CHECK BOX	IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN S	HARES*
 13	PERCENT OF	F CLASS REPRESENTED BY AMOUNT IN ROW (11)	
	Not	applicable (see 11 above)	
 14	TYPE OF RE	EPORTING PERSON*	
	PN		

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1 NAME OF REPORTING PERSONS. S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS

KKR Associates, L.P. _____ 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP* (a) | | (b) |X| _____ 3 SEC USE ONLY _____ _____ 4 SOURCE OF FUNDS* Not Applicable _____ _____ CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED 5 PURSUANT TO ITEM 2(d) or 2(e) _____ _____ 6 CITIZENSHIP OR PLACE OF ORGANIZATION New York _____ 7 SOLE VOTING POWER 0 _____ BENEFICIALLY OWNED BY 0 EACH _____ _____ REPORTING 9 SOLE DISPOSITIVE POWER PERSON WITH 0 -----_____ 10 SHARED DISPOSITIVE POWER 0 _____ _____ 11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON Beneficial ownership of all shares disclaimed by KKR Associates, L.P. 12 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES* PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 13 Not applicable (see 11 above) _____ 14 TYPE OF REPORTING PERSON* PN _____ _____

*SEE INSTRUCTIONS BEFORE FILLING OUT

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CUSII	? No. 003736	105	Schedule 13D		Page 11 of	20 Pages	5
1	NAME OF RE PERSONS	PORTING	G PERSONS. S.S. OI	R I.R.S. IDEN	VTIFICATION	NO. OF F	ABOVE
	KKR	1996 Fi	und, L.P.				
2	CHECK THE	APPROPI	RIATE BOX IF A MEN	MBER OF A GRO)UP*	(a) (b)	X
3	SEC USE ON	LY					
4	SOURCE OF	FUNDS*					
	00 (see Ite	em 3)				
5			CLOSURE OF LEGAL 1 2(d) or 2(e)	PROCEEDINGS	IS REQUIRED		
6	CITIZENSHI	P OR PI	LACE OF ORGANIZAT	ION			
	Dela	ware					
		7	SOLE VOTING POWE	R			
NT	JMBER OF		5,588,795				
	SHARES NEFICIALLY	8	SHARED VOTING PO	VER			
	DWNED BY EACH		1,798,062**	*			
	EPORTING RSON WITH	9	SOLE DISPOSITIVE	POWER			
гы	NSON WITH		5,588,795				
		10	SHARED DISPOSITI	VE POWER			
			0				
11		AMOUNT 6,857	BENEFICIALLY OWN				
12			AGGREGATE AMOUNT	IN ROW (11)	EXCLUDES CE	RTAIN SH	
13			REPRESENTED BY AN				
	34.5	5%***					
14	TYPE OF RE PN	PORTING					

*SEE INSTRUCTIONS BEFORE FILLING OUT

** Neither the filing of this Schedule 13D nor any of its contents shall be deemed to constitute an admission that KKR 1996 Fund, L.P. is the beneficial owner of any of the Company Common Stock (as defined below) for purposes of Section 13(d) of the Securities Exchange Act of 1934, as amended, or for any other purpose, and such beneficial ownership is expressly disclaimed.

*** Based on 21,380,110 shares of Company Common Stock outstanding, calculated as the sum of 19,766,665 shares of Company Common Stock outstanding on November 10, 2000 according to the Company's Quarterly Report on Form 10-Q for the quarter ended September 30, 2000, plus 1,613,445 shares of Company Common Stock issued on December 5, 2000 pursuant to the Second Ads for Equity Agreement (as defined below).

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CUSIP	No.	003736	6105	Schedule	13D		Page 13	of 20	Page:	s
15	NAME PERS		EPORTII	IG PERSONS	. s.s. c	DR I.R.S.	IDENTIFICATI	ON NO.	. OF 2	ABOVE
		Abra	a LLC							
16	CHEC	CK THE	APPROI	PRIATE BOX	IF A ME	MBER OF A	GROUP*		(a) (b)	X
17	SEC	USE ON	JLY							
18	SOUF	RCE OF	FUNDS	 r						
		00	(see It	em 3)						
19				SCLOSURE OF 1 2(d) or 2		PROCEEDIN	GS IS REQUIR	ED		
20	CITI	[ZENSH]	IP OR I	PLACE OF OF	RGANIZAI	ION				
		Dela	aware							
			21	SOLE VOT	ING POWE	 lR				
NUT		OF		5,5	588,795					
	MBER SHARE	ES	22	SHARED VO	DTING PC	WER				
BENEFICIALLY OWNED BY EACH REPORTING		1,798,062**								
		23	23 SOLE DISPOSITIVE POWER							
PER;	SON V	VTTU		5,5	588,795					
			24	SHARED DI	LSPOSITI	VE POWER				

	0
25	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 7,386,857
26	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES*
27	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)
	34.55%***
28	TYPE OF REPORTING PERSON* OO

*SEE INSTRUCTIONS BEFORE FILLING OUT

** Neither the filing of this Schedule 13D nor any of its contents shall be deemed to constitute an admission that Abra LLC is the beneficial owner of any of the Company Common Stock (as defined below) for purposes of Section 13(d) of the Securities Exchange Act of 1934, as amended, or for any other purpose, and such beneficial ownership is expressly disclaimed.

*** Based on 21,380,110 shares of Company Common Stock outstanding, calculated as the sum of 19,766,665 shares of Company Common Stock outstanding on November 10, 2000 according to the Company's Quarterly Report on Form 10-Q for the quarter ended September 30, 2000, plus 1,613,445 shares of Company Common Stock issued pursuant to the Second Ads for Equity Agreement (as defined below).

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CUSIP	No. 003736105	Schedule 13D	Page 15 of	20 Pages
1	NAME OF REPORTING PERSONS	G PERSONS. S.S. OR	I.R.S. IDENTIFICATION	NO. OF ABOVE
	KKR Associa	ates 1996 L.P.		
2	CHECK THE APPROPI	RIATE BOX IF A MEM	BER OF A GROUP*	(a) (b) X
3	SEC USE ONLY			
4	SOURCE OF FUNDS*			

Not Applicable

5			CLOSURE OF LEGA I 2(d) or 2(e)	AL PROCEED	INGS IS F	REQUIRED		
6 CITIZENSHIP OR PLACE OF ORGANIZATION								
	Dela	aware						
		7	SOLE VOTING PO	DWER				
			0					
NUMBER OF SHARES BENEFICIALLY OWNED BY		8	SHARED VOTING	POWER				
			0					
	EACH PORTING SON WITH	9	SOLE DISPOSITI	IVE POWER				
			0					
		10	SHARED DISPOSI	ITIVE POWE	R			
			0					
11	AGGREGATE	AMOUNI	BENEFICIALLY C	OWNED BY E	ACH REPOF	RTING PER	SON	
	Beneficia	al owne	ership of all sh	nares disc	laimed by	/ KKR Ass	ociates 1	1996 L.P.
12	CHECK BOX	IF THE	AGGREGATE AMOU	JNT IN ROW	(11) EXC	CLUDES CE	RTAIN SHA	ARES*
13	PERCENT OF	CLASS	REPRESENTED BY	AMOUNT I	N ROW (11			
	Not appli	lcable	(see 11 above)					
14	TYPE OF RE PN	EPORTIN	IG PERSON*					
			*SEE INSTRUCTIC	DNS BEFORE	FILLING	OUT		
other	e deemed to wise subjeo	b be "f	nation required Tiled" for the p he liabilities provisions of th	ourpose of of that s	Section ection of	18 of th the Act	e Act or but shai	
CUSIP	No. 003736	5105	Schedule 13D		Pac	ge 16 of	20 Pages 	
1	NAME OF RE PERSONS	EPORTIN	IG PERSONS. S.S.	. OR I.R.S	. IDENTIE	CICATION	NO. OF AN	 BOVE
	KKR	1996 G	P LLC					
2	CHECK THE	APPROF	RIATE BOX IF A	MEMBER OF	A GROUP*		(a) (b)	 X

3	3 SEC USE ONLY					
4	SOURCE OF FUNDS*					
	Not	plicable				
5	5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) or 2(e)					
6	CITIZENSHI	OR PLACE OF ORGANIZATION				
	Dela	re				
		SOLE VOTING POWER				
		0				
	UMBER OF SHARES	SHARED VOTING POWER				
	NEFICIALLY OWNED BY	0				
	EACH EPORTING	SOLE DISPOSITIVE POWER				
PE	RSON WITH	0				
		0 SHARED DISPOSITIVE POWER				
		0				
11	AGGREGATE	OUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON				
	Benefic	l ownership of all shares disclaimed by KKR 1996 GP LLC				
12	CHECK BOX	THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES*				
13	PERCENT OF	LASS REPRESENTED BY AMOUNT IN ROW (11)				
	Not	plicable (see 11 above)				
14	TYPE OF RE 00	RTING PERSON*				

*SEE INSTRUCTIONS BEFORE FILLING OUT

AMENDMENT NO. 8 TO SCHEDULE 13D

This Statement on Schedule 13D relates to shares of Common Stock, par value \$.001 per share ("Company Common Stock"), of About.com, Inc., a Delaware corporation (the "Company"), as previously filed on November 8, 2000, and amended by Amendment 1 to the Schedule 13D, as previously filed on December 7, 2000, Amendment 2 to the Schedule 13D, as previously filed on December 13, 2000, Amendment 3 to the Schedule 13D, as previously filed on December 15, 2000, Amendment 4 to the Schedule 13D, as previously filed on December 18, 2000, Amendment 5 to the Schedule 13D, as previously filed on December 22, 2000, Amendment 6 to the Schedule 13D, as previously filed on December 26, 2000, and Amendment 7 to the Schedule 13D, as previously filed on December 29, 2000 by PRIMEDIA Inc., a Delaware corporation ("PRIMEDIA")

for and on behalf of itself, MA Associates, L.P., a Delaware limited partnership ("MA Associates"), FP Associates, L.P., a Delaware limited partnership ("FP Associates"), Magazine Associates, L.P., a Delaware limited partnership ("Magazine Associates"), Publishing Associates, L.P., a Delaware limited partnership ("Publishing Associates"), Channel One Associates, L.P., a Delaware limited partnership ("Channel One Associates"), KKR Partners II, L.P., a Delaware limited partnership ("Partners"), KKR Associates, L.P., a New York limited partnership ("KKR Associates"), which is the sole general partner of MA Associates, FP Associates, Magazine Associates, Publishing Associates, Channel One Associates and Partners, Abra LLC, a Delaware limited liability company ("Abra LLC"), KKR 1996 Fund, L.P., a Delaware limited partnership which is the sole member of Abra LLC ("KKR 1996 Fund"), KKR Associates 1996 L.P., a Delaware limited partnership which is the sole general partner of KKR 1996 Fund ("KKR Associates 1996"), and KKR 1996 GP LLC, a Delaware limited liability company which is the sole general partner of KKR Associates 1996 ("KKR 1996 LLC") (MA Associates, FP Associates, Magazine Associates, Publishing Associates, Channel One Associates, Partners, KKR Associates, Abra LLC, KKR 1996 Fund, KKR Associates 1996 and KKR 1996 LLC, collectively, the "Majority Stockholders") is hereby amended with respect to the items set forth below. Capitalized terms used herein without definition have meanings ascribed to such terms in Schedule 13D.

ITEM 3. SOURCE AND AMOUNT OF FUNDS OR OTHER CONSIDERATION.

The consideration to be used to purchase 120,987 of the shares of Company Common Stock listed in Row 7 of the cover page of this Statement on Schedule 13D is the provision by PRIMEDIA Magazines Inc., a wholly owned subsidiary of PRIMEDIA ("PRIMEDIA Magazines"), of the right to use a mailing list owned by PRIMEDIA Magazines pursuant to the List Rental Agreement (as defined below).

As more fully described in Item 4 hereof, the funds used by Abra LLC and PRIMEDIA in connection with the purchase of an aggregate of 199,000 shares of Company Common Stock in the open market were provided from general funds available to Abra LLC and PRIMEDIA.

ITEM 4. PURPOSE OF THE TRANSACTION.

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On December 28, 2000, Abra LLC entered into a Voting Agreement with the Company (the "Abra Voting Agreement") pursuant to which, among other things, Abra LLC (i) agreed to vote (or cause to be voted) all of the shares of Company Common Stock beneficially owned by Abra LLC on the record date of such vote or action (a) in favor of the Merger, the execution and delivery of the Merger Agreement and the approval of the terms thereof and each of the other transactions contemplated by the Merger Agreement; and (b) against any amendment of the Company's certificate of incorporation or bylaws which amendment would prevent or materially impede, interfere with or delay the Merger, the Merger Agreement or any of the other transactions contemplated by the Merger Agreement and (ii) appointed the Chairman and Chief Executive Officer of the Company and the President, Corporate Development of About, or any other designee of the Company, each of them individually, as Abra LLC's proxy and attorney-in-fact (with full power of substitution) to vote or act by written consent with respect to Abra LLC's shares of Company Common Stock. The Abra Voting Agreement terminates on the earlier of (i) the effective time of the Merger and (ii) the termination of the Merger Agreement pursuant to its terms.

On December 28, 2000, Abra LLC beneficially owned 2,236,641 shares of Company Common Stock, which amounted to 10.46% of the total outstanding shares of Company Common Stock.

On December 29, 2000, the Company entered into a definitive agreement (the "List Rental Agreement") with PRIMEDIA Magazines, pursuant to which the Company will issue 120,987 shares of Company Common Stock to PRIMEDIA Magazines in consideration of the provision by PRIMEDIA Magazines of the right to use a mailing list owned by PRIMEDIA Magazines. The shares of Company Common Stock to be issued to PRIMEDIA Magazines pursuant to the List Rental Agreement were valued at \$2,450,000 based on a \$20.25 pro forma equivalent per share value of Company Common Stock. Pursuant to the List Rental Agreement, 120,987 shares of Company Common Stock will be issued to PRIMEDIA Magazines promptly.

The foregoing summaries of the Abra Voting Agreement and the List Rental Agreement do not purport to be complete and are subject to, and qualified in their entirety by reference to, the provisons of the agreements filed as exhibits hereto. A copy of (a) the Abra Voting Agreement is attached hereto as Exhibit 10, and (b) the List Rental Agreement is attached hereto as Exhibit 11.

From January 2, 2001 to January 3, 2001, Abra LLC and PRIMEDIA purchased an aggregate of 199,000 shares of Company Common Stock for an aggregate purchase price of \$5,291,556.90 in cash. Of those shares, Abra LLC bought 176,891 and PRIMEDIA bought 22,109.

The Reporting Persons may, from time to time, acquire additional Company Common Stock in the open market or through privately negotiated transactions.

Except as set forth above, the Reporting Persons have no present plans or proposals which relate to or would result in any actions described in subparagraphs (a) through (j) of Item 4 of Schedule 13D.

ITEM 5. INTEREST IN SECURITIES OF THE ISSUER.

(a) The responses of the Reporting Persons to Rows (7) through (13) of the cover page of this statement on Schedule 13D are incorporated herein by reference.

Except as disclosed in this Item 5(a), none of the Reporting Persons, nor, to the best knowledge of the Reporting Persons, any of the other persons named in Item 2 or on Schedule A hereto, beneficially owns any shares of Company Common Stock.

(b) The responses of the Reporting Persons to (i) Rows (7) through (13) of the cover page of this statement on Schedule 13D and (ii) Item 5(a) hereof are incorporated herein by reference.

As further described in Item 4, PRIMEDIA and Abra LLC purchased an aggregate of 199,000 shares of Company Common Stock in the open market for an aggregate purchase price of \$5,291,556.90. These acquisitions of Company Common Stock as described in Item 4 may mean that Abra LLC, PRIMEDIA and the other Reporting Persons are a "group" for purposes of Rule 13d-1 of the Securities Exchange Act of 1934, as amended. In addition, because of PRIMEDIA Magazine's right to acquire 120,987 shares of Company Common Stock pursuant to the List Rental Agreement, PRIMEDIA may be deemed to be the "beneficial owner" of those shares.

Except as disclosed in this Item 5(b), none of the Reporting

Persons, nor, to the best knowledge of the Reporting Persons, any of the other persons named in Item 2 or on Schedule A hereto, presently has the power to vote or to direct the vote or to dispose or direct the disposition of any of shares of Company Common Stock or other securities of the Company which they may be deemed to beneficially own.

(c) Except as disclosed in Item 4 hereof, none of the Reporting Persons, nor, to the best knowledge of the Reporting Persons, any of the other persons named in Item 2 or on Schedule A hereto, has effected any transaction in the Company Common Stock during the past 60 days.

- (d) Not applicable.
- (e) Not applicable.

Neither the filing of this Schedule 13D or any amendment thereto, nor anything contained herein is intended as, or should be construed as, an admission that the Reporting Persons are the "beneficial owner" of any shares of Company Common Stock or other securities of the Company.

ITEM 7. MATERIAL TO BE FILED AS EXHIBITS.

10. Shareholder Voting Agreement, dated as of December 28, 2000, by and between Abra LLC and About.com, Inc.

11. List Rental Agreement, dated as of December 6, 2000, by and between PRIMEDIA Magazines Inc. and About.com, Inc.

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SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this Schedule 13D is true, complete and correct.

PRIMEDIA INC.

By: /s/ Charles McCurdy

Name: Charles McCurdy Title: President

KKR 1996 FUND, L.P.

By: KKR 1996 Fund, L.P. Its Managing Member

By: KKR Associates 1996 L.P. Its General Partner

By: /s/ Perry Golkin

KKR ASSOCIATES 1996 L.P. By: KKR 1996 GP LLC Its General Partner By: /s/ Perry Golkin -----Member ABRA LLC By: KKR 1996 Fund, L.P. Its Managing Member By: KKR Associates 1996 L.P. Its General Partner By: KKR 1996 GP LLC Its General Partner By: /s/ Perry Golkin _____ Member KKR 1996 GP LLC By: /s/ Perry Golkin _____ Member MA ASSOCIATES, L.P. By: KKR Associates, L.P. Its General Partner By: /s/ Perry Golkin -----A General Partner Page 19 of 20 FP ASSOCIATES, L.P. By: KKR Associates, L.P. Its General Partner By: /s/ Perry Golkin _____ A General Partner MAGAZINE ASSOCIATES, L.P. By: KKR Associates, L.P. Its General Partner

By: /s/ Perry Golkin _____ A General Partner PUBLISHING ASSOCIATES, L.P. By: KKR Associates, L.P. Its General Partner By: /s/ Perry Golkin -----A General Partner CHANNEL ONE ASSOCIATES, L.P. By: KKR Associates, L.P. Its General Partner By: /s/ Perry Golkin ------A General Partner KKR PARTNERS II, L.P. By: KKR Associates, L.P. Its General Partner By: /s/ Perry Golkin _____ A General Partner KKR ASSOCIATES, L.P. By: /s/ Perry Golkin _____ A General Partner DATED: January 3, 2001 Page 20 of 20 ITEM 8. MATERIAL TO BE FILED AS EXHIBITS DESCRIPTION OF EXHIBITS

10. Shareholder Voting Agreement, dated as of December 28, 2000, by and between Abra LLC and About.com, Inc.

EXHIBIT NUMBER

11. List Rental Agreement, dated as of December 6, 2000, by and between PRIMEDIA Magazines Inc. and About.com, Inc.