

PRIMEDIA INC  
Form 8-K  
July 21, 2008

**UNITED STATES**

**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**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 21, 2008

**PRIMEDIA Inc.**

(Exact Name of Registrant as Specified in Charter)

**3585 Engineering Drive, Norcross, Georgia 30092**

(Address of Principal Executive Offices)

**Delaware**

(State or Other Jurisdiction

of Incorporation)

**1-11106**

(Commission

File Number)

**13-3647573**

(IRS Employer

Identification No.)

Registrant's telephone number, including area code

**678-421-3000**

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 8.01**            **Other Events.**

PRIMEDIA Inc. (the Company ) today announced that the Company has sold its South Florida and Wisconsin Auto Guide publications as well as the website [www.autoguide.com](http://www.autoguide.com) to Target Media Partners, a leading independent print and online publisher of classified and used vehicle photo advertising. In addition, the Company closed its Atlanta Auto Guide. The Company had previously announced its intention to exit the Auto Guide business by the end of the second quarter of 2008.

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**SIGNATURE**

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 hereunto duly authorized.

**PRIMEDIA INC.**

Dated: July 21, 2008

By: /s/ KEITH L. BELKNAP  
Name: Keith L. Belknap  
Title: Senior Vice President, General Counsel  
and Secretary