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quarter of 2001 to represent a higher percentage of PRIMEDIA's EDITDA for the last six months of 2001 than PRIMEDIA's EBITDA for the fourth quarter of 2000 represented for the last six months of 2000.

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.

By: /s/ Beverly C. Chell

Name: Beverly C. Chell
Title: Vice Chairman and Secretary

July 26, 2001