

Clerk of the House of Representatives
Legislative Resource Center
B-106 Cannon Building
Washington, DC 20515

Secretary of the Senate
Office of Public Records
232 Hart Building
Washington, DC 20510

SECRETARY OF THE SENATE
06 SEP -7 PM 2:08

LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required To Complete This Page

1. Registrant Name <u>JEFFREY BALLARON</u>			
2. Address <input type="checkbox"/> Check if different than previously reported <u>1230 AVENUE OF THE AMERICAS, #700</u>			
3. Principal Place of Business (if different from line 2) City: <u>NEW YORK</u> State/Zip (or Country) <u>NY 10020</u>			
4. Contact Name <u>JEFFREY BALLARON</u>		Telephone <u>212-618-6300</u>	E-mail (optional)
5. Senate ID #		6. House ID #	
7. Client Name <input type="checkbox"/> Self <u>PRIMEDIA</u>			

TYPE OF REPORT 8. Year 2005 Midyear (January 1-June 30) ☒ OR Year End (July 1-December 31) ☐

9. Check if this filing amends a previously filed version of this report ☐

10. Check if this is a Termination Report ☐ ⇨ Termination Date _____

11. No Lobbying Activities ☐

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

12. Lobbying Firms	13. Organizations
INCOME relating to lobbying activities for this reporting period was:	EXPENSES relating to lobbying activities for this reporting period were:
Less than \$10,000 <input type="checkbox"/>	Less than \$10,000 <input checked="" type="checkbox"/>
\$10,000 or more <input type="checkbox"/> ⇨ \$ _____ Income (nearest \$20,000)	\$10,000 or more <input type="checkbox"/> ⇨ \$ _____ Expenses (nearest \$20,000)
14. REPORTING METHOD. Check box to indicate accounting method. See instructions for description of	
<input type="checkbox"/> Method A. Reporting amounts using LDA definition	
<input type="checkbox"/> Method B. Reporting amounts under section 6033(e) Internal Revenue Code	
<input type="checkbox"/> Method C. Reporting amounts under section 162(e) Internal Revenue Code	

Signature _____

Printed Name and Title _____

000193284

JEFFREY BALLABON
Registrant Name PRIMEDIA Client Name PRIMEDIA

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant was engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code PS (one per page)

16. Specific lobbying issues

Magazine Distribution

17. House(s) of Congress and Federal agencies contacted ☐ Check if None

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
<u>JEFFREY BALLABON</u>	

19. Interest of each foreign entity in the specific issues listed on line 16 above ☒ Check if None

Signature [Signature] Date _____

Printed Name and Title JEFFREY BALLABON PRESIDENT

