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# LOBBYING REPORT

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

1. Registrant Name <u>PrimeMedia Inc.</u>			
2. Address <input type="checkbox"/> Check if different than previously reported <u>745 5th Ave., New York NY 1051</u>			
3. Principal Place of Business (if different from line 2) City: _____ State/Zip (or Country) _____			
4. Contact Name <u>Jeffrey Ballaban</u>		Telephone <u>212-618-6300</u>	Email (optional) _____
5. Client Name <input checked="" type="checkbox"/> Self			6. House ID <u>746E</u>

TYPE OF REPORT 8. Year 2004 Midyear (January 1-June 30)  OR Year End (July 1-D)

9. Check if this filing exceeds a previously filed version of this report   
10. Check if this is a Termination Report  Termination Date 12/31/04 11. No Lobbyi

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13	
<b>12. Lobbying Firms</b> INCOME relating to lobbying activities for this reporting period was: Less than \$10,000 <input type="checkbox"/> \$10,000 or more <input type="checkbox"/> \$ _____ <small>Income (nearest \$20,000)</small> Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).	<b>13. Organizations</b> EXPENSES relating to lobbying activities for this reporting period were: Less than \$10,000 <input checked="" type="checkbox"/> \$10,000 or more <input type="checkbox"/> \$ _____ <small>Expenses (nearest \$20,000)</small> <b>14. REPORTING METHOD.</b> Check box to indicate accounting method. See instructions for description: <input type="checkbox"/> Method A. Reporting amounts using LDA definition <input type="checkbox"/> Method B. Reporting amounts under section 60 Internal Revenue Code <input type="checkbox"/> Method C. Reporting amounts under section 16 Internal Revenue Code

Signature: [Signature]  
Printed Name and Title: Jeffrey Ballaban, Exec. Vice President of Network

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