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## LOBBYING REPORT

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

1. Registrant Name <b>PRIMEDIA, Inc.</b>			
2. Registrant Address <input type="checkbox"/> Check if different than previously reported Address <b>745 Fifth Avenue</b> City <b>New York</b> State/Zip (or Country) <b>NY 10151</b>			
3. Principal Place of Business (if different from line 2) City _____ State/Zip (or Country) _____			
4. Contact Name <b>Jeffrey Ballabon</b>		Telephone <b>212-745-1283</b>	E-mail (optional) _____
7. Client Name <input checked="" type="checkbox"/> Self			5. Senate ID # <b>74636-12</b>  6. House ID #

**TYPE OF REPORT** 8. Year 2003 Midyear (January 1-June 30)  OR Year End (July 1-Dec


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 Lobby

### INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

12. Lobbying Firms	13. Organizations
<p><b>INCOME</b> relating to lobbying activities for this reporting period was:</p> <p>Less than \$10,000 <input checked="" type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> &gt;&gt; \$ _____ Income (nearest \$20,000)</p> <p>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).</p>	<p><b>EXPENSES</b> relating to lobbying activities for this reporting period were:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> &gt;&gt; \$ _____ Expenses (nearest \$20,000)</p> <p><b>14. REPORTING METHOD.</b> Check box to indicate accounting method. See instructions for description of</p> <p><input type="checkbox"/> <b>Method A.</b> Reporting amounts using LDA definit</p> <p><input type="checkbox"/> <b>Method B.</b> Reporting amounts under section 603: the Internal Revenue Code</p> <p><input type="checkbox"/> <b>Method C.</b> Reporting amounts under section 162: Internal Revenue Code</p>

Signature  Date 2/12/2004

Printed Name and Title Jeffrey Ballabon - Executive Vice President of Network Affairs Pa

Registrant Name: PRIMEDIA, Inc.

Client Name: PRIMEDIA, Inc.

**LOBBYING ACTIVITY.** Select as many codes as necessary to reflect the general issue areas in which the registrant 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 EDU (one per page)

16. Specific Lobbying issues  
**Education issues**

17. House(s) of Congress and Federal agencies contacted  
**Department of Education**  
**Senate**

Check if None

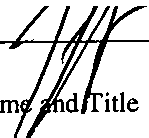
18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
<b>Ballabon, Jeffrey</b>	

19. Interest of each foreign entity in the specific issues listed on line 16 above

Check if None



Signature  \_\_\_\_\_ Date 2/12/2004

Printed Name and Title **Jeffrey Ballabon - Executive Vice President of Network Affairs** \_\_\_\_\_ Pa