



DIVISION OF
CORPORATION FINANCE

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

October 1, 2010

Charles J. Stubbs
Chief Executive Officer
Primedia Inc.
3585 Engineering Drive
Norcross, GA 300092

**Re: Primedia Inc.
Form 10-K
Filed March 11, 2010
File No. 001-11106**

**Definitive Proxy Statement on Schedule 14A
Filed April 19, 2010**

Dear Mr. Stubbs:

We have completed our review of your filings and do not have any further comments at this time.

Sincerely,

Justin Dobbie
Special Counsel