

FORM 4

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

OMB APPROVAL
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or
Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person - PETERMAN TIM (Last) (First) (Middle)		2. Issuer Name and Ticker or Trading Symbol iMedia Brands, Inc. [IMBI]		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director _____ 10% Owner <input checked="" type="checkbox"/> Officer (give title below) _____ Other (specify below) CEO	
6740 SHADY OAK ROAD (Street)		3. Date of Earliest Transaction (MM/DD/YYYY) 5/2/2020		6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person	
EDEN PRAIRIE, MN 55344 (City) (State) (Zip)		4. If Amendment, Date Original Filed (MM/DD/YYYY)			

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	5/2/2020		M		22666	A	(1)	127322	D	
Common Stock	7/13/2020		A		73728	(2)	A	\$0	201050	D

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares					
Performance Stock Units	(1)	5/2/2020		M		22666	(4)	(3)	5/2/2029	Common Stock	22666	(4)	(1)	45334	(4)	D

Explanation of Responses:

- Reflects the issuance of IMBI common stock upon vesting of performance stock units ("PSUs"). Each PSU granted at that time represented a contingent right to receive one share of IMBI stock.
- Restricted Stock Units that vest as to one-third of the units on each of the first three anniversaries of the date of grant.
- This is the first of three vesting installments of PSUs granted to the reporting person on May 2, 2019. The remaining shares from such grant shall vest as follows: second tranche when the per-share closing price of the issuer's common stock reaches or exceeds an average trading price of \$2.00 for 20 consecutive trading days and the reporting person has been continuously employed for at least one year from the grant date, and the remaining shares when the per-share closing price of the issuer's common stock reaches or exceeds an average trading price of \$4.00 for 20 consecutive trading days and the reporting person has been continuously employed for at least two years after the grant date, and is otherwise subject to the terms and conditions of the applicable award agreement.
- After taking into account the 1-for-10 reverse stock split effective December 11, 2019.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
PETERMAN TIM 6740 SHADY OAK ROAD EDEN PRAIRIE, MN 55344	X		CEO	

Signatures

/s/ Jonathan R. Zimmerman, Attorney-in-Fact

7/15/2020

**Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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