

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

**SCHEDULE 14A**

Proxy Statement Pursuant to Section 14(a) of the  
Securities Exchange Act of 1934

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material under § 240.14a-12

**iMedia Brands, Inc.**

(Name of Registrant as Specified In Its Charter)  
(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
- Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11

- (1) Title of each class of securities to which transaction applies: \_\_\_\_\_
- (2) Aggregate number of securities to which transaction applies: \_\_\_\_\_
- (3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined): \_\_\_\_\_
- (4) Proposed maximum aggregate value of transaction: \_\_\_\_\_
- (5) Total fee paid: \_\_\_\_\_

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

- (1) Amount Previously Paid: \_\_\_\_\_
- (2) Form, Schedule or Registration Statement No: \_\_\_\_\_
- (3) Filing Party: \_\_\_\_\_
- (4) Date Filed: \_\_\_\_\_

# Your **Vote** Counts!

IMEDIA BRANDS, INC.

2021 Annual Meeting  
Voted by June 15, 2021  
11:59 PM ET



05/11/2021, 09:54:00 AM  
05/11/2021, 09:54:00 AM

05/11/2021 09:54:00 AM

**You invested in IMEDIA BRANDS, INC. and it's time to vote!**  
**This is an Important Notice Regarding the Availability of Proxy Materials for the Shareholder Meeting to be Held on June 16, 2021.**

### Get informed before you vote

View the Notice and Proxy Statement and Annual Report on Form 10-K online OR you can receive a free paper or email copy of the material(s) by requesting prior to June 2, 2021. If you would like to request a copy of the material(s) for this and/or future shareholder meetings, you may (1) visit [www.ProxyVote.com](http://www.ProxyVote.com), (2) call 1-800-579-1639 or (3) send an email to [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com). If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit [www.ProxyVote.com](http://www.ProxyVote.com)

Control #

#### Smartphone users

Point your camera here to view materials and vote without entering a control number



#### Vote in Person at the Meeting\*

June 16, 2021  
9:00 AM CDT

IMedia Brands, Inc. Corporate Offices  
6680 Shady Creek Road (HR entrance)  
Eden Prairie, MN 55344

\*Please check the meeting materials for any special requirements for meeting attendance and voting. At the meeting, you will need to request a ballot to vote these shares.

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### THIS IS NOT A VOTABLE BALLOT

This is an overview of the more complete proxy materials that are available on the Internet or by mail. You may view the proxy materials online at [www.ProxyVote.com](http://www.ProxyVote.com) or easily request a paper copy (see reverse side). We encourage you to access and review all of the important information contained in the proxy materials before voting.

Voting Items	Board Recommendations
1. Election of Directors <b>Nominees:</b> 01) Michael Friedman    04) Eyal Lalo            07) Darryl C. Porter 02) Landel C. Hobbs    05) Lisa A. Letzlio        08) Aaron P. Berkopf 03) Jill Krueger        06) Timothy A. Peterman	For
2. To approve, on an advisory basis, the fiscal 2020 compensation of the Company's named executive officers as disclosed in the accompanying proxy statement;	For
3. To ratify the appointment of Deloitte & Touche LLP as the Company's independent registered public accounting firm for the fiscal year ending January 29, 2022; and	For
<b>NOTE:</b> To transact such other business as may properly come before the Annual Meeting, or any adjournments or postponements thereof.	

Prefer to receive an email instead? While voting on [www.ProxyVote.com](http://www.ProxyVote.com), be sure to click "Sign up for E-delivery".