

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

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SCHEDULE 13G  
(Rule 13d-102)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT  
TO RULES 13d-1(b) AND (c) AND AMENDMENTS THERETO FILED  
PURSUANT TO 13d-2(b)

-----  
Individual Investor Group, Inc.  
-----

(Name of Issuer)

Common Stock, \$.01 par value  
-----

(Title of Class of Securities)

455907105  
-----

(CUSIP Number)

James C. Kennedy, Esq.  
One East Fourth Street  
Cincinnati, Ohio 45202  
(513) 579-2538  
-----

(Name, Address and Telephone Number of Person  
Authorized to Receive Notices and Communications)

December 31, 1999  
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(Date of Event which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which  
this Schedule is filed:

/ X / Rule 13d-1(b)  
/ / Rule 13d-1(c)  
/ / Rule 13d-1(d)

Page 1 of 6 Pages

CUSIP NO. 455907105  
Pages

13G

Page 2 of 6 Pages

1 NAME OF REPORTING PERSONS  
S.S. OR I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS  
  
American Financial Group, Inc. 31-1544320  
Carl H. Lindner  
Carl H. Lindner III  
S. Craig Lindner  
Keith E. Lindner

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\* (a) [ ]  
(b) [ ]

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION  
Ohio Corporation  
United States Citizens

5 NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON  
WITH:

6 SOLE VOTING POWER  
- - -

7 SHARED VOTING POWER

- - -

8 SOLE DISPOSITIVE POWER  
- - -

9 SHARED DISPOSITIVE POWER  
943,396

10 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING  
PERSON  
943,396

11 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)  
EXCLUDES CERTAIN SHARES\* [ ]

12 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  
8.4%

13 TYPE OF REPORTING PERSON\*  
CO  
IN

CUSIP NO. 455907105                      13G                      Page 3 of 6 Pages

Item 1(a). Name of Issuer.

Individual Investor Group, Inc.

Item 1(b). Address of Issuer's Principal Executive Office.

1633 Broadway, 38th Floor, New York, New York 10019.

Item 2(a). Name of Person Filing.

American Financial Group, Inc.  
Carl H. Lindner  
Carl H. Lindner III  
S. Craig Lindner  
Keith E. Lindner

Item 2(b). Address of Principal Business Office or, if None,  
Residence.

One East Fourth Street, Cincinnati, Ohio 45202

Item 2(c). Citizenship.

Ohio Corporation  
United States Citizens

Item 2(d). Title of Class of Securities.

Common Stock, \$.01 par value

Item 2(e). Cusip Number.

455907105

Item 3. This statement is filed pursuant to Rule 13d-1(b).

Item 4. Ownership.

(a) Amount Beneficially Owned:	943,396
(b) Percentage of Class:	8.4%
(c) Number of shares as to which such person has:	
(i) Sole power to vote or direct the vote:	none
(ii) Shared power to vote or direct the vote:	none
(iii) Sole power to dispose or direct the disposition of:	none
(iv) Shared power to dispose or direct the disposition of:	943,396

The beneficial ownership above represents American Financial's ownership of 10,000 shares of Individual Investor Group 10% Series A Preferred Stock which is convertible in to 943,396 shares of Individual Investor Group Common Stock.

Item 10. Certification.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired in the ordinary course of business and were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired in connection with or as a participant in any transaction having such purpose or effect.

After reasonable inquiry and to the best knowledge and belief of the undersigned, it is hereby certified that the information set forth in this statement is true, complete and correct.

Dated: February 10, 2000 AMERICAN FINANCIAL GROUP, INC.

By: James C. Kennedy  
James C. Kennedy, Vice President  
Deputy General Counsel and  
Secretary

AMERICAN FINANCIAL CORPORATION

By: James C. Kennedy  
James C. Kennedy, Vice President  
Deputy General Counsel and  
Secretary

Carl H. Lindner\*  
Carl H. Lindner

Carl H. Lindner III\*  
Carl H. Lindner III

S. Craig Lindner\*  
S. Craig Lindner

Keith E. Lindner\*  
Keith E. Lindner

James C. Kennedy

\*By James C. Kennedy, Attorney-in-Fact

POWERS OF ATTORNEY

I, Carl H. Lindner, do hereby appoint James C. Kennedy and Karl J. Grafe, or either of them, as my true and lawful attorneys-in-fact to sign on my behalf individually and as Chairman of the Board of Directors and Chief Executive Officer of American Financial Group, Inc. or as a director or executive officer of any of its subsidiaries and to file with the Securities and Exchange Commission any schedules or other filings or amendments thereto made by me or on behalf of American Financial Group, Inc. or any of its subsidiaries pursuant to Sections 13(d), 13(f), 13(g), 14(d) or 16(a) of the Securities and Exchange Act of 1934, as amended.

IN WITNESS WHEREOF, I have hereunto set my hand at Cincinnati, Ohio as of the 5th day of November, 1997.

/s/ Carl H. Lindner

Carl H. Lindner

I, Carl H. Lindner III, do hereby appoint James C. Kennedy and Karl J. Grafe, or either of them, as my true and lawful attorneys-in-fact to sign on my behalf individually and as Chairman of the Board of Directors and Chief Executive Officer of American Financial Group, Inc. or as a director or executive officer of any of its subsidiaries and to file with the Securities and Exchange Commission any schedules or other filings or amendments thereto made by me or on behalf of American Financial Group, Inc. or any of its subsidiaries pursuant to Sections 13(d), 13(f), 13(g), 14(d) or 16(a) of the Securities and Exchange Act of 1934, as amended.

IN WITNESS WHEREOF, I have hereunto set my hand at Cincinnati, Ohio as of the 5th day of November, 1997.

/s/ Carl H. Lindner III  
Carl H. Lindner III

I, S. Craig Lindner, do hereby appoint James C. Kennedy and Karl J. Grafe, or either of them, as my true and lawful attorneys-in-fact to sign on my behalf individually and as Chairman of the Board of Directors and Chief Executive Officer of American Financial Group, Inc. or as a director or executive officer of any of its subsidiaries and to file with the Securities and Exchange Commission any schedules or other filings or amendments thereto made by me or on behalf of American Financial Group, Inc. or any of its subsidiaries pursuant to Sections 13(d), 13(f), 13(g), 14(d) or 16(a) of the Securities and Exchange Act of 1934, as amended.

IN WITNESS WHEREOF, I have hereunto set my hand at Cincinnati, Ohio as of the 5th day of November, 1997.

/s/ S. Craig Lindner  
S. Craig Lindner

CUSIP NO. 455907105

13G

Page 6 of 6 Pages

I, Keith E. Lindner, do hereby appoint James C. Kennedy and Karl J. Grafe, or either of them, as my true and lawful attorneys-in-fact to sign on my behalf individually and as Chairman of the Board of Directors and Chief Executive Officer of American Financial Group, Inc. or as a director or executive officer of any of its subsidiaries and to file with the Securities and Exchange Commission any schedules or other filings or amendments thereto made by me or on behalf of American Financial Group, Inc. or any of its subsidiaries pursuant to Sections 13(d), 13(f), 13(g), 14(d) or 16(a) of the Securities and Exchange Act of 1934, as amended.

IN WITNESS WHEREOF, I have hereunto set my hand at Cincinnati, Ohio as of the 5th day of November, 1997.

/s/ Keith E. Lindner  
Keith E. Lindner

