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Commission File No.: 1-10932  
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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 12b-25

NOTIFICATION OF LATE FILING

(Check One):  Form 10-K       Form 11-K       Form 20-F  
               Form 10-Q       Form N-SAR

For Period Ended: December 31, 1999  Transition Report on Form 10-K  
 Transition Report on Form 20-F  
 Transition Report on Form 11-K  
 Transition Report on Form 10-Q  
 Transition Report on Form N-SAR  
For the Transition Period Ended: \_\_\_\_\_

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Read Instruction (on back page) Before Preparing Form. Please Print or Type.  
Nothing in this form shall be construed to imply that the Commission has  
verified any information contained herein.  
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If the notification relates to a portion of the filing checked above, identify  
the Item(s) to which the notification relates:

PART I - REGISTRANT INFORMATION

Individual Investor Group, Inc.

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Full Name of Registrant

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Former Name if Applicable

125 Broad Street, 14th Floor

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Address of Principal Executive Office (Street and Number)

New York, New York 10004

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City, State and Zip Code

PART II - RULES 12b-25 (b) AND (c)

If the subject report could not be filed without unreasonable effort or expense  
and the registrant seeks relief pursuant to Rule 12b-25(b), the following should  
be completed. (Check box if appropriate)

- (a) The reasons described in reasonable detail in Part III of this  
form could not be eliminated without unreasonable effort or expense;
- (b) The subject annual report, semi-annual report, transition report  
on Form 10-K, Form 20-F, 11-K, Form N-SAR, or portion thereof, will be  
filed on or before the fifteenth calendar day following the prescribed  
due date; or the subject quarterly report or transition report on Form  
10-Q, or portion thereof will be filed on or before the fifth calendar  
day following the prescribed due date; and
- (c) The accountant's statement or other exhibit required by Rule  
12b-25(c) has been attached if applicable.

PART III - NARRATIVE

State below in reasonable detail the reasons why the Form 10-K, 11-K, 10-Q, N-SAR, or the transition report or portion thereof, could not be filed within the prescribed time period. (Attach Extra Sheets if Needed)

The Registrant is currently finalizing the terms of a transaction that will affect disclosures in the Form 10-K. Because of the necessary due diligence and negotiation of the specific terms of the transaction documents, the transaction could not be completed and appropriate disclosures made in time to file the Form 10-K by March 30, 2000.

PART IV - OTHER INFORMATION

(1) Name and telephone number of person to contact in regard to this notification

David H. Allen (212) 742-2277  
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(Name) (Area Code) (Telephone Number)

(2) Have all other periodic reports required under Section 13 or 15(d) of the Securities Exchange Act of 1934 or Section 30 of the Investment Company Act of 1940 during the preceding 12 months (or for such shorter) period that the registrant was required to file such reports) Been filed? If answer is no, identify report(s) |X| Yes | | No

(3) Is it anticipated that any significant change in results of operations from the corresponding period for the last fiscal year will be reflected by the earnings statements to be included in the subject report or portion thereof? |X| Yes | | No

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If so, attach an explanation of the anticipated change, both narratively and quantitatively, and, if appropriate, state the reasons why a reasonable estimate of the results cannot be made.

Total revenues from continuing operations for the year ended December 31, 1999 increased 14%, to \$17,505,409, as compared to \$15,348,179 in 1998. The Company's operating loss from continuing operations for the year ended December 31, 1999 increased 6%, to \$8,502,353, as compared to \$8,034,713 in 1998. The Company's net loss from continuing operations for the year ended December 31, 1999 decreased 46%, to \$4,192,703, as compared to \$7,810,500 in 1998. The decrease is due primarily to realized gains on the sales of investments.

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Individual Investor Group, Inc.

(Name of Registrant as Specified in Charter)

has caused this notification to be signed on its behalf by the undersigned hereunto duly authorized.

Date March 30, 2000 By: /s/ David H. Allen  
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David H. Allen  
Vice President, Chief Financial Officer

INSTRUCTION: The form may be signed by an executive officer of the registrant or by any other duly authorized representative. The name and title of the person signing the form shall be typed or printed beneath the signature. If the statement is signed on behalf of the registrant by an authorized representative (other than an executive officer), evidence of the representative's authority to sign on behalf of the registrant shall be filed with the form.

ATTENTION

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Intentional misstatements or omissions of fact constitute Federal Criminal Violations (See 18 U.S.C. 1001).  
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GENERAL INSTRUCTIONS

1. This form is required by Rule 12b-25 (17 CFR 240.12b-25) of the General Rules and Regulations under the Securities Exchange Act of 1934.

2. One signed original and four conformed copies of this form and amendments thereto must be completed and filed with the Securities and Exchange Commission, Washington, D.C. 20549, in accordance with Rule 0-3 of the General Rules and Regulations under the Act. The information contained in or filed with the form will be made a matter of public record in the Commission files.
3. A manually signed copy of the form and amendments thereto shall be filed with each national securities exchange on which any class of securities of the registrant is registered.
4. Amendments to the notifications must also be filed on form 12b-25 but need not restate information that has been correctly furnished. The form shall be clearly identified as an amended notification.