

SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
FORM 10-KSB/A  
AMENDMENT NO.1

to

X Annual Report Under Section 13 or 15(d) of the Securities Exchange Act of 1934  
For the fiscal year ended: December 31, 1997 Transition report under Section 14  
of 15(d) of the Securities Exchange Act of 1934 For the transition period from  
to \_\_\_\_\_

Commission file number: 1-10932

INDIVIDUAL INVESTOR GROUP, INC.

(Name of Small Business Issuer in its Charter)

Delaware 13-3487784

(State or Other Jurisdiction of (IRS Employer

Incorporation or Organization) Identification No)

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

(Address of Principal Executive Offices) (Zip Code)

Issuer's Telephone Number, Including Area Code: (212) 843-2777

Securities registered under Section 12(b) of the Exchange Act: NONE

Securities registered under Section 12(g) of the Exchange Act: COMMON STOCK

ITEM 13. EXHIBITS AND REPORTS ON FORM 8-K

(a) Exhibits

Exhibit No.	Description	Method of Filing
3.1	Amended and Restated Certificate of Incorporation of Registrant	Incorporated by reference to Exhibit 3.1 to the Registrant's Registration Statement on Form S-18 (File No. 33-43551-NY) (the "Form S-18")
3.2	Bylaws of Registrant	Incorporated by reference to Exhibit 3.2 to the Form S-18
4.1	Specimen Certificate for Common Stock of Registrant	Incorporated by reference to Exhibit 4.1 to the Form S-18
10.1	Indemnification Agreement, dated August 19, 1991, between Registrant and Scot A. Rosenblum	Incorporated by reference to Exhibit 10.1 to the Form S-18
10.2	Indemnification Agreement, dated August 19, 1991, between Registrant and Bruce L. Sokoloff	Incorporated by reference to Exhibit 10.2 to the Form S-18
10.3	Indemnification Agreement, dated August 19, 1991, between Registrant and Jonathan L. Steinberg	Incorporated by reference to Exhibit 10.3 to the Form S-18
10.4	Indemnification Agreement, dated August 19, 1991, between Registrant and Jonathan M. Tisch	Incorporated by reference to Exhibit 10.4 to the Form S-18
10.5	Form of 1991 Stock Option Plan of Registrant	Incorporated by reference to Exhibit 10.13 to the Form S-18
10.6	Stock Purchase Agreement, dated August 7, 1991, among Registrant, Jonathan M. Tisch, and Jonathan L. Steinberg	Incorporated by reference to Exhibit 10.29 to the Form S-18
10.7	Units Purchase Agreement between Registrant and Reliance Insurance Company	Incorporated by reference to Exhibit 10.32 to the Form S-18
10.8	Trademark License Agreement dated June 19, 1992 between Registrant and the American Association of Individual Investors, Inc.	Incorporated by reference to Exhibit 10.25 to the Form 10-KSB for the year ended December 31, 1992 ("1992 Form 10-KSB")
10.9	Office Lease, Dated January 10, 1994, between 333 7th Ave. Realty Co. and the Registrant	Incorporated by reference to Exhibit 10.22 to the Form 10-KSB for the year ended December 31, 1993 ("1993 Form 10-KSB")

10.10	Stock purchase agreement, dated December 1, 1993, between Bernard Schwartz and the Registrant	Incorporated by reference to Exhibit 10.23 to the 1993 Form 10-KSB
10.11	Consulting agreement, dated September 24, 1993, with form of Stock Option Agreement	Incorporated by reference to Exhibit 10.26 to the 1993 Form 10-KSB
10.12	Stock Option Agreement, dated April 7, 1994, between Registrant and Jonathan L. Steinberg	Incorporated by reference to Exhibit 10.27 to the Form 10-QSB for the quarter ended June 30, 1994 ("1994 Form 10-QSB")
10.13	Employment Agreement, dated July 27, 1994, between Registrant and Robert H. Schmidt	Incorporated by reference to Exhibit 10.28 to the 1994 Form 10-QSB
10.14	Indemnification Agreement, dated July 27, 1994, between Registrant and Robert H. Schmidt	Incorporated by reference to Exhibit 10.30 to the 1994 Form 10-QSB
10.15	Consulting Agreement, dated February 3, 1995, with form of stock option agreement	Incorporated by reference to Exhibit 10.32 to the 1994 Form 10-KSB
10.16	Stock Option Agreement, dated June 21, 1995, between Registrant and Bruce Sokoloff	Incorporated by reference to Exhibit 10.33 to the 1994 Form 10-KSB
10.17	Form of Partnership Agreement for WisdomTree Associates, L.P.	Incorporated by reference to Exhibit 10.37 to the 1994 Form 10-KSB
10.18	WisdomTree Capital Advisors, LLC Agreement dated November 1, 1995	Incorporated by reference to Exhibit 10.38 to the 1994 Form 10-KSB
10.19	Agreement between WisdomTree Offshore L.T.D, and WisdomTree Capital Management, Inc. and WisdomTree Capital Advisors, LLC dated December 1, 1995	Incorporated by reference to Exhibit 10.39 to the 1994 Form 10-KSB
10.20	Office sublease, dated December 8, 1995, between Porter Novelli, Inc. and the Registrant	Incorporated by reference to Exhibit 10.41 to the 1995 Form 10-KSB
10.21	Office sublease, dated January 1996 between VCH Publishers, Inc. and the Registrant	Incorporated by reference to Exhibit 10.42 to the 1995 Form 10-KSB
10.22	Form of 1996 Performance Equity Plan	Incorporated by reference to Exhibit 10.43 to the 1995 Form 10-KSB
10.23	Form of 1996 Management Incentive Plan	Incorporated by reference to Exhibit 4.10 to the Registrant's Registration Statement on Form S-8 (File No. 333-17697)
10.24	Form of 1993 Stock Option Plan of Registrant	Incorporated by reference to Exhibit 4.2 to the Registrant's Registration Statement on Form S-8 (File No. 33 72266)
10.25	Stock Purchase Agreement, dated May 1, 1997, for 164,339 shares of the Company's Common Stock	Incorporated by reference to Exhibit 10.1 to the Form 10-QSB for the quarter ended June 30, 1997

- 10.26 Stock Purchase Agreement, dated May 1, 1997, for 164,339 shares of the Company's Common Stock Incorporated by reference to Exhibit 10.2 to the Form 10-QSB for the quarter ended June 30, 1997
- 10.27 Stock Purchase Agreement, dated June 30, 1997 between Registrant and Wise Partners L.P. Incorporated by reference to Exhibit 10.3 to the Form 10-QSB for the quarter ended June 30, 1997
- 10.28 Form of Stock Option agreement, dated May 9, 1997 between Registrant and each of Jonathan Steinberg, Robert Schmidt, Scot Rosenblum, and Michael Kaplan Incorporated by reference to Exhibit 10.4 to the Form 10-QSB for the quarter ended June 30, 1997
- 10.29 Stock Purchase Agreement, dated December 31, 1997 between Registrant and Wise Partners L.P. Incorporated by reference to Exhibit 10.6 of the Schedule 13D filed on behalf of Jonathan L. Steinberg on January 13, 1998
- \*11 Computation of Loss Per Share
- \*21.1 Subsidiaries of the Registrant
- \*23.1 Consent of Independent Auditors-Deloitte & Touche LLP
- \*23.2 Consent of Independent Auditors-Ernst & Young LLP
- \*\*27 Financial Data Schedule

4

\* Filed previously  
 \*\*Filed herewith

5

In accordance with Section 13 or 15(d) of the Exchange Act of 1934, the Registrant caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

INDIVIDUAL INVESTOR GROUP, INC

Date: April 1, 1998 /s/ Scot A. Rosenblum  
 Scot A. Rosenblum  
 Chief Financial Officer  
 Executive Vice President  
 and Director

6

[ARTICLE] 5  
 <TABLE>  
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 [PERIOD-TYPE] 12-MOS  
 [FISCAL-YEAR-END] 12-31-1997  
 [PERIOD-END] 12-31-1997  
 [CASH] 3,533,622  
 [SECURITIES] 0  
 [RECEIVABLES] 3,526,992  
 [ALLOWANCES] (533,693)  
 [INVENTORY] 0  
 [CURRENT-ASSETS] 6,751,722  
 [PP&E] 1,211,677  
 [DEPRECIATION] (655,607)  
 [TOTAL-ASSETS] 12,156,967  
 [CURRENT-LIABILITIES] 3,240,739

[BONDS]	0
[PREFERRED-MANDATORY]	0
[PREFERRED]	0
[COMMON]	71,461
[OTHER-SE]	6,183,638
[TOTAL-LIABILITY-AND-EQUITY]	12,156,967
[SALES]	14,899,741
[TOTAL-REVENUES]	15,450,150
[CGS]	9,672,297
[TOTAL-COSTS]	20,479,781
[OTHER-EXPENSES]	0
[LOSS-PROVISION]	0
[INTEREST-EXPENSE]	0
[INCOME-PRETAX]	(4,960,335)
[INCOME-TAX]	0
[INCOME-CONTINUING]	(4,960,335)
[DISCONTINUED]	0
[EXTRAORDINARY]	0
[CHANGES]	0
[NET-INCOME]	(4,960,335)
[EPS-PRIMARY]	(0.77)
[EPS-DILUTED]	(0.77)

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