

THE

Actuary

MEDIA KIT 2017

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DOLLAR  
COUNT



SOCIETY OF  
ACTUARIES

# Welcome to the 2017 media kit for <sup>THE</sup>Actuary.



## WHAT'S NEW?

*The Actuary*, published six times a year by the Society of Actuaries (SOA), was recognized for excellence by multiple awards programs in 2016. After undergoing a redesign in 2015, *The Actuary* received a Platinum Hermes Creative Award in the Publication Overall category; an APEX Award of Excellence in the Design & Illustration, Best Redesign category; Silver and Bronze EXCEL Awards from Association Media & Publishing in the Magazine Feature Article Design category; and a Bronze EXCEL Award in the Magazine Design Excellence category. The SOA is honored by the recognition, and the magazine continues to reflect the credibility, integrity and trustworthiness of this well-respected international organization.



## ADVERTISE TODAY

Contact Dean Mather, M.J. Mrvica Associates Inc.

Tel: (856) 768-9360

Fax: (856) 753-0064

Email: [dmather@mrvica.com](mailto:dmather@mrvica.com)



## ABOUT THE ACTUARY

Readers turn to *The Actuary* to find information they can trust.

With content developed *by actuaries for actuaries*, *The Actuary* gives readers the information they need to stay on top of actuarial trends and enhance their business career development. Feature stories include in-depth and timely articles that focus on all actuarial practice areas. In addition, in each issue readers will find articles on SOA education and research initiatives, happenings in the international community, useful tools and technology, and professional development.



**THE SOA IS THE WORLD'S LARGEST  
PROFESSIONAL ACTUARIAL  
ORGANIZATION, WITH 27,000  
MEMBERS IN 82 COUNTRIES AROUND  
THE WORLD.**



## ABOUT THE SOA

With roots dating back to 1889, the Society of Actuaries (SOA) has developed into the world's largest professional actuarial organization, with 27,000 members in 82 countries around the world. The SOA's vision is to be the leading provider of globally recognized credentials establishing actuaries as business leaders who measure and manage risk to support financial security for individuals, organizations and the public.

Today, the SOA is a respected, credible, ethical and globally connected organization. But more than anything, the SOA is trusted, and so is the content in *The Actuary*.





Actuaries are at work all over the world—anticipating and solving business, economic and other problems for companies, institutions and societies. *The Actuary's* reach is global.



## ABOUT THE AUDIENCE

Actuaries are business professionals who measure and manage the financial implications of future events—pro and con, certain and uncertain, probable and improbable. To put it simply, they measure and manage risk.

Applying a blend of math, statistics and business knowledge, they serve as trusted financial and business advisers for employers in various industries. They work in financially focused businesses, including insurance, employee benefits and consulting. The actuarial field is expanding to include just about any industry or opportunity where decisions carry financial weight: banking and investments, government, energy, health care, transportation, corporate, e-commerce, business analytics, marketing and more.

Specifically, readers of *The Actuary* work in life insurance, retirement systems, health benefit systems, property and casualty, risk management, financial and investment management, and more. They practice in 82 countries around the world, resulting in *The Actuary* having a global reach and influence.

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# Advertise today!

Actuaries inform and make decisions that lead to profits, savings, stability and success. *The Actuary* offers exceptional advertising opportunities for those who wish to get their company name and products out in front of these business professionals.

There are three ways to advertise with *The Actuary*:

**Print.** *The Actuary* is an award-winning magazine published six times a year. It is the only industry publication that is distributed to an exclusive list of 27,000 actuaries around the world, providing them with current and cutting-edge information about their profession.

**Online.** In 2016, *The Actuary* launched a dynamic, responsive website to complement the print magazine. Readers visit **TheActuaryMagazine.org** to check out articles, web-exclusive content and videos. Regular social media posts by the SOA and an e-newsletter help drive a steady flow of traffic to the website.

If you want your advertisement to be seen by 27,000 actuaries around the world, advertise today. Contact Dean Mather at **(856) 768-9360** or **[dmather@mrvica.com](mailto:dmather@mrvica.com)** for more details and a quote.

**Email.** A bimonthly e-newsletter is deployed shortly after the magazine's mail date. It highlights the top feature articles from the current issue of *The Actuary*.



## 2017 EDITORIAL CALENDAR & MATERIALS DEADLINES

### FEBRUARY/MARCH

**Issue Theme:** Data Analytics

**Issue Description:** Big data and analytics are no longer just buzzwords, but key strategic priorities for insurance industry leaders around the world. An inside look at how some companies are applying data analytics to improve their business operations.

**Space Reservation:** Dec. 1, 2016  
**Materials Deadline:** Jan. 13, 2017  
**Mail Date:** Mid-February 2017

### APRIL/MAY

**Issue Theme:** Banking

**Issue Description:** Actuaries in banking: The international reality with a focus on Canada, the United Kingdom and South Africa will be covered. The impact of education and evaluation on banking will also be addressed as it applies to several countries.

**Space Reservation:** Feb. 1, 2017  
**Materials Deadline:** March 8, 2017  
**Mail Date:** Mid-April 2017

### JUNE/JULY

**Issue Theme:** Regulation New Age

**Issue Description:** Myriad topics will be included in this issue. A dictionary of new terminologies that regulatory bodies are bringing to light across the globe—Solvency II, PBR, C-ROSS, Global Capital Standards, IFRS, G-SII and SIFI—will be covered in depth.

**Space Reservation:** March 31, 2017  
**Materials Deadline:** May 5, 2017  
**Mail Date:** Mid-June 2017

### AUGUST/SEPTEMBER

**Issue Theme:** Longevity

**Issue Description:** How are pension plans de-risking for longevity with regard to buy-ins, buy-outs and swaps? Can reinsurance and longevity bonds help in the long run? How would an actuary create a formula to set a “fair” age of eligibility for national pensions (Social Security), given increasing longevity? These questions and others will be examined.

**Space Reservation:** June 1, 2017  
**Materials Deadline:** July 7, 2017  
**Mail Date:** Mid-August 2017

### OCTOBER/NOVEMBER

**Issue Theme:** InsurTech/FinTech

**Issue Description:** Digital transformation in the financial services industry is opening the doors for new FinTech and InsurTech entrants. Discussions will include how the traditional distribution models, product designs and business structures are being challenged by new “born digital” startups and growing consumer expectations.

**\*Bonus distribution at the 2017 SOA Annual Meeting & Exhibit**

**Space Reservation:** Aug. 1, 2017  
**Materials Deadline:** Sept. 5, 2017  
**Mail Date:** Mid-October 2017

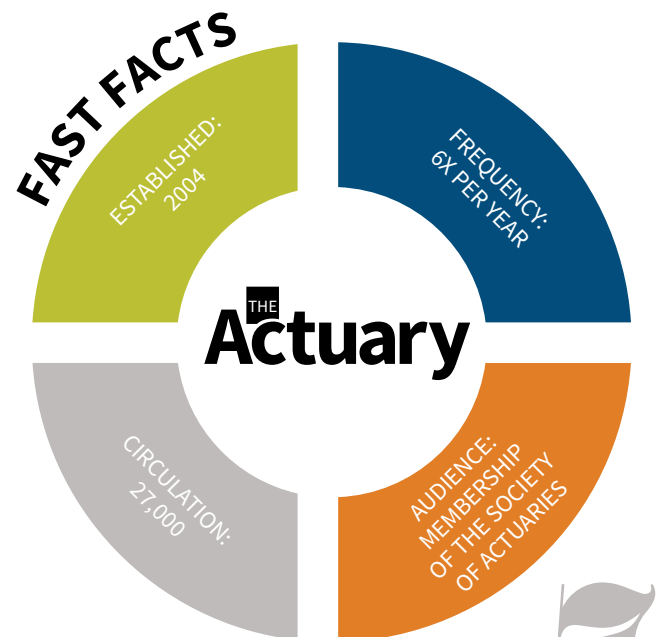
### DECEMBER/JANUARY

**Issue Theme:** Emerging Risks

**Issue Description:** Insights into changes and trends in this evolving field will be explored in depth. The objective of this issue is to examine and give guidance to risk managers on how to deal with these unknown and developing risks.

**Space Reservation:** Oct. 2, 2017  
**Materials Deadline:** Nov. 6, 2017  
**Mail Date:** Mid-December 2017

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Acceptance of advertising is subject to approval by editor.



# print rates

**GET THE MOST FOR YOUR ADVERTISING DOLLARS WITH *THE ACTUARY*.  
RATES FOR 2017 ARE UNCHANGED AND REMAIN A GREAT VALUE!**

## BLACK & WHITE RATES

AD SIZE	1x	3x	6x	12x	18x
2-Page Spread	\$6,070	\$5,930	\$5,550	\$5,300	\$5,000
Full Page	\$3,035	\$2,965	\$2,775	\$2,650	\$2,500
½ Page	\$1,945	\$1,875	\$1,720	\$1,700	\$1,645
⅓ Page	\$1,575	\$1,530	\$1,450	\$1,400	\$1,345

## COLOR RATES

AD SIZE	1x	3x	6x	12x	18x
2-Page Spread	\$8,200	\$8,050	\$7,680	\$7,430	\$7,170
Full Page	\$4,100	\$4,025	\$3,840	\$3,715	\$3,585
½ Page	\$3,010	\$2,940	\$2,785	\$2,765	\$2,710
⅓ Page	\$2,640	\$2,595	\$2,515	\$2,465	\$2,410

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## COVERS & SPECIAL POSITIONS

Covers and positions are 4-color process only. All positions are solely available on an annual contract basis.

- Cover 2: 35% of earned B&W rate
- Cover 4: 50% of earned B&W rate
- Opposite TOC: 15% of earned B&W rate
- Cover 3: 10% of earned B&W rate

## EARNED RATES

Total of full-page units, ½-page units and ⅓-page units determine frequency rates.

## INSERTS

Furnished inserts are billed at the black-and-white page rate x the number of insert pages.

- Two-page insert (one leaf): Two x earned frequency rate
- Four-page or larger insert is black-and-white earned frequency rate per page

## AGENCY DISCOUNT: 15%

Agency responsibility: Payment for all advertising ordered and published



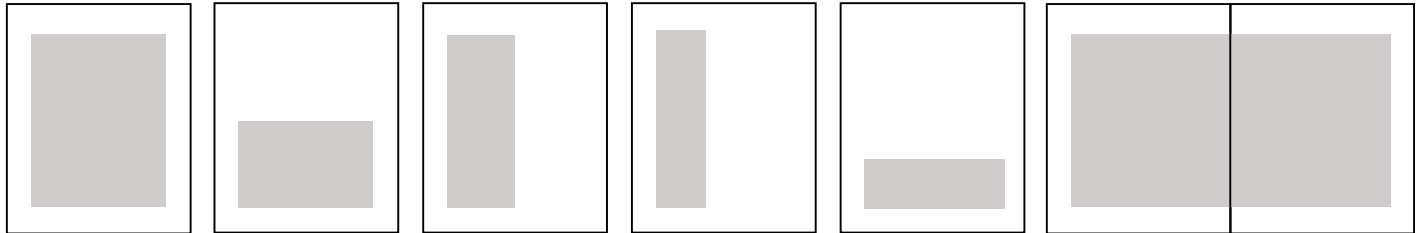


# PRINT AD SPECIFICATIONS AND REQUIREMENTS

All dimensions  
are in inches.

Please submit advertisements for *The Actuary* according to the following specifications.

**Trim Size: 8.375 x 10.875**



Full Page      ½ Horizontal      ½ Vertical      ⅓ Vertical      ⅓ Horizontal      2-Page Spread

AD TYPE	BLEED ADS	NON-BLEED ADS
2-Page Spread	17 x 11.125	15.25 x 9.375
Full Page	8.625 x 11.125	7.325 x 9.375
½ Horizontal	8.625 x 5.5	7.325 x 4.5
½ Vertical	4.1875 x 11.125	3.525 x 9.375
⅓ Horizontal	8.5 x 4.25	7.325 x 3.25
⅓ Vertical	3.0625 x 11.125	2.3125 x 9.375

## MECHANICAL SPECIFICATIONS

**Publication Trim Size:** 8.375 x 10.875

**Live Area:** 7.875 x 10.375

**Bleed:** 0.125

**Safety from Trim:** 0.25 minimum

## ACCEPTABLE FILE FORMAT

- ➔ Please supply a hi-res print-ready PDF/X-1a file.
- ➔ View specifications at [swop.org](http://swop.org) or [adobe.com](http://adobe.com) (search on PDF/X compliance).
- ➔ All fonts must be outlined or embedded.
- ➔ All images must be 300 dpi.
- ➔ Crop marks and color bars should be outside printable area (.125 offset).
- ➔ Only one ad page per PDF document.

## COLOR

- ➔ Color ads must use CMYK process color only; no RGB, LAB or Spot/PMS colors will be accepted.
- ➔ Ink density not to exceed 300%.
- ➔ Black-and-white ads should use black only (not 4-color); images should be grayscale.
- ➔ Black text 12 pt. or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%)

Important information (text/logos/images) should maintain a 0.25 gutter safeguard from the trim edge to ensure that it is not cropped during the print and/or bindery process.

## Disposition of Reproduction Material

Material will be held for one year from last insertion and then destroyed unless instructed otherwise.



## SUBMITTING AD MATERIALS

Please submit files via email to [dmather@mrvida.com](mailto:dmather@mrvida.com). Indicate name of file, advertiser name and contact information. The publisher will advise if the ad passes preflight or needs corrections.



# DIGITAL AD SPECIFICATIONS AND REQUIREMENTS

All dimensions  
are in pixels.

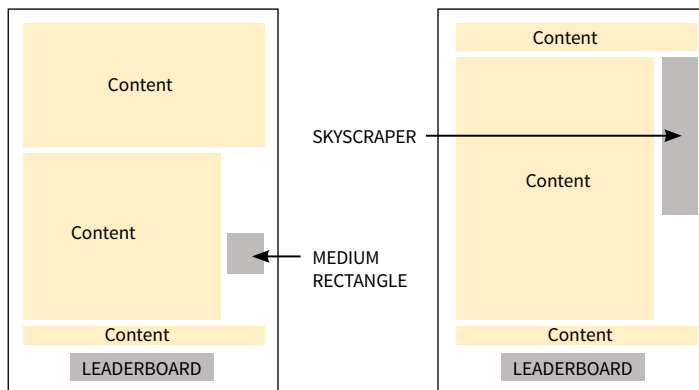
## WEBSITE

Reach *The Actuary* readers online through **TheActuaryMagazine.org**. The responsive website is updated bimonthly with the latest magazine content and exclusive online features.

Banner ads are designed to work across all modern browsers, but display support will vary across networks and firewall configurations. Banner ads are served using Google DoubleClick and may be blocked by some networks from view. The list of compatible browsers includes:

- IE7-IE10 (some IE7 and IE8 configurations are known to block DoubleClick ad sources)
- Chrome, Firefox, Safari
- iOS, Android, Win7 Mobile

WEBSITE			
AD SIZE	LEADERBOARD	SKYSCRAPER	MEDIUM RECTANGLE
Dimensions	728 x 90	160 x 600	300 x 250



## ADVERTISE TODAY

Contact Dean Mather, M.J. Mrvica Associates Inc., at **(856) 768-9360** or **[dmather@mrvica.com](mailto:dmather@mrvica.com)** for more details and a quote.

## ACCEPTABLE FILE FORMAT

- All web images must be 72 dpi.
- RGB or indexed color format.
- HTML5 ads are accepted; Flash ads are NOT accepted.
- We will accept the following file types: jpg, png, gif.
- Maximum file size is 40KB.
- Animated GIFs are allowed; maximum animated time is 30 seconds.
- Click tags OK.
- Must provide URL for click-through.

## STANDARD HTML5 GUIDELINES

In addition to the guidelines that pertain to all creatives, keep the following in mind for Standard HTML5 creatives:

- Standard HTML5 display ads are made up of an HTML file and a file of images. The 40KB size limit should be measured by adding together the sizes of the HTML file and image file.
- HTML5 Rich Media creatives include polite loading by default. This means the initial load size of the creative includes only the main .html document (which works sort of like a parent .swf file that loads all of the assets). The enabler and external .js libraries/style-sheets are considered subsequent load and are not included within QA test script.

See [support.google.com/richmedia/answer/165130](http://support.google.com/richmedia/answer/165130) for more information.

All website ads must be submitted five business days prior to the intended start date.

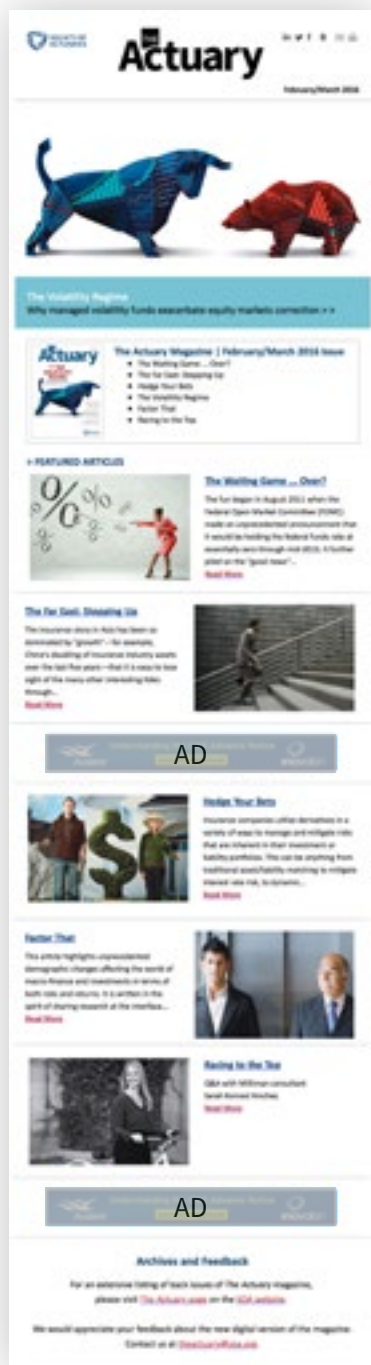
## E-NEWSLETTER

Reach *The Actuary* audience every two months in the magazine's e-newsletter. More than 24,000 actuaries are on the distribution list, and only two ad spaces are available! Contact Dean Mather at **(856) 768-9360** or **[dmather@mrvisa.com](mailto:dmather@mrvisa.com)** for more details and a quote.

### E-NEWSLETTER

#### BANNER

468 x 60



## 2017 DIGITAL CALENDAR & MATERIALS DEADLINES

### FEBRUARY/MARCH

**Issue Theme:** Data Analytics

**Issue Description:** Big data and analytics are no longer just buzzwords, but key strategic priorities for insurance industry leaders around the world. An inside look at how some companies are applying data analytics to improve their business operations.

**Space Reservation:** Feb. 1, 2017

**Materials Deadline:** Feb. 16, 2017

**Email Date:** Early March 2017

### APRIL/MAY

**Issue Theme:** Banking

**Issue Description:** Actuaries in banking: The international reality with a focus on Canada, the United Kingdom and South Africa will be covered. The impact of education and evaluation on banking will also be addressed as it applies to several countries.

**Space Reservation:** March 27, 2017

**Materials Deadline:** April 11, 2017

**Email Date:** Late April 2017

### JUNE/JULY

**Issue Theme:** Regulation New Age

**Issue Description:** Myriad topics will be included in this issue. A dictionary of new terminologies that regulatory bodies are bringing to light across the globe—Solvency II, PBR, C-ROSS, Global Capital Standards, IFRS, G-SII and SIFI—will be covered in depth.

**Space Reservation:** May 24, 2017

**Materials Deadline:** June 9, 2017

**Email Date:** Late June 2017

### AUGUST/SEPTEMBER

**Issue Theme:** Longevity

**Issue Description:** How are pension plans de-risking for longevity with regard to buy-ins, buy-outs and swaps? Can reinsurance and longevity bonds help in the long run? How would an actuary create a formula to set a “fair” age of eligibility for national pensions (Social Security), given increasing longevity? These questions and others will be examined.

**Space Reservation:** July 26, 2017

**Materials Deadline:** Aug. 10, 2017

**Email Date:** Late August 2017

### OCTOBER/NOVEMBER

**Issue Theme:** InsurTech/FinTech

**Issue Description:** Digital transformation in the financial services industry is opening the doors for new FinTech and InsurTech entrants. Discussions will include how the traditional distribution models, product designs and business structures are being challenged by new “born digital” startups and growing consumer expectations.

**\*This issue coincides with the 2017 SOA Annual Meeting & Exhibit**

**Space Reservation:** Sept. 22, 2017

**Materials Deadline:** Oct. 9, 2017

**Email Date:** Early November 2017

### DECEMBER/JANUARY

**Issue Theme:** Emerging Risks

**Issue Description:** Insights into changes and trends in this evolving field will be explored in depth. The objective of this issue is to examine and give guidance to risk managers on how to deal with these unknown and developing risks.

**Space Reservation:** Nov. 27, 2017

**Materials Deadline:** Dec. 12, 2017

**Email Date:** Late December 2017

