



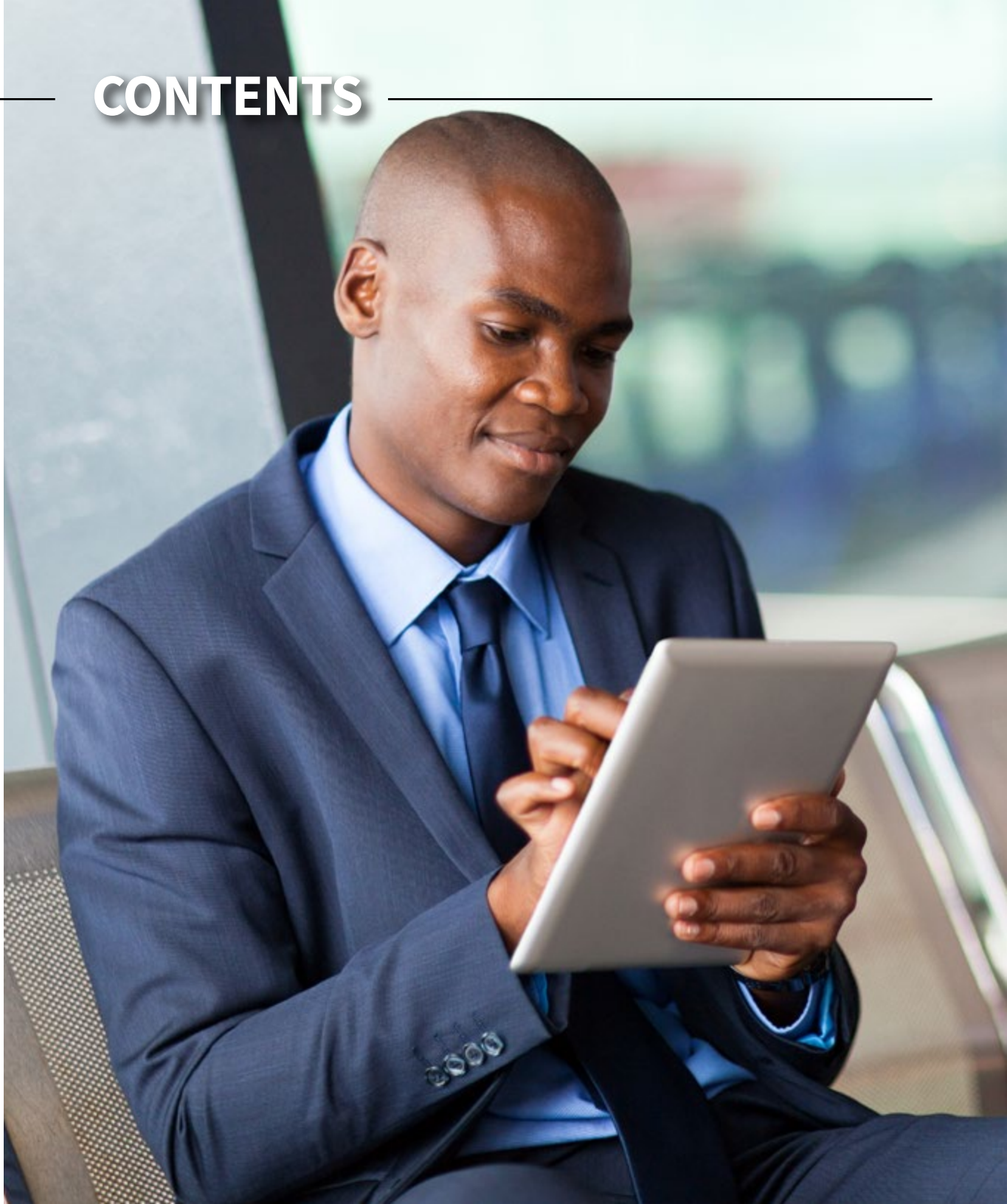
MAKE EVERY  
ADVERTISING  
DOLLAR COUNT

THE  
**Actuary**

2019 MEDIA KIT

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# AWARDS & RECOGNITION



Welcome to the 2019 media kit for *The Actuary*, the award-winning flagship publication of the Society of Actuaries (SOA).

- » 2018 Folio Ozzie Award for Association/ Nonprofit—Overall Design Excellence—Professional/Membership Association
- » 2018 Gold Hermes Creative Award for Content Partnership
- » 2018 Silver EXCEL Award for General Excellence
- » 2018 Bronze EXCEL Award for Single Topic Issue (August/September 2017 Retirement Issue)
- » 2018 Bronze EXCEL Award for Digital Website (Magazine)
- » 2017 Folio Ozzie Digital Award for Association/ Nonprofit Site Design
- » 2017 Folio Ozzie Award for Association/ Nonprofit—Overall Design—Professional/ Membership Association
- » 2017 Platinum Hermes Creative Award for Magazine
- » 2017 Silver EXCEL Award for Digital Media: Website

## Advertise Today

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# ABOUT THE SOA

With roots dating back to 1889, the Society of Actuaries (SOA) is an education, research and professional membership organization. **With more than 31,000 members and more than 44,000 candidates**, the SOA is the world's largest actuarial professional organization.

Through **education** and **research**, the SOA **advances** actuaries as **leaders** in measuring and **managing risk** to **improve financial outcomes** for **individuals, organizations** and the **public**. Actuaries are **highly sought-after professionals** who develop and communicate **solutions** for **complex financial issues**.

*The Actuary* is your connection to the global actuarial market. Reach every actuary:

- » Life
- » Retirement
- » Health
- » Finance
- » Risk management
- » General insurance
- » Investment
- » Property and casualty
- » And more ...

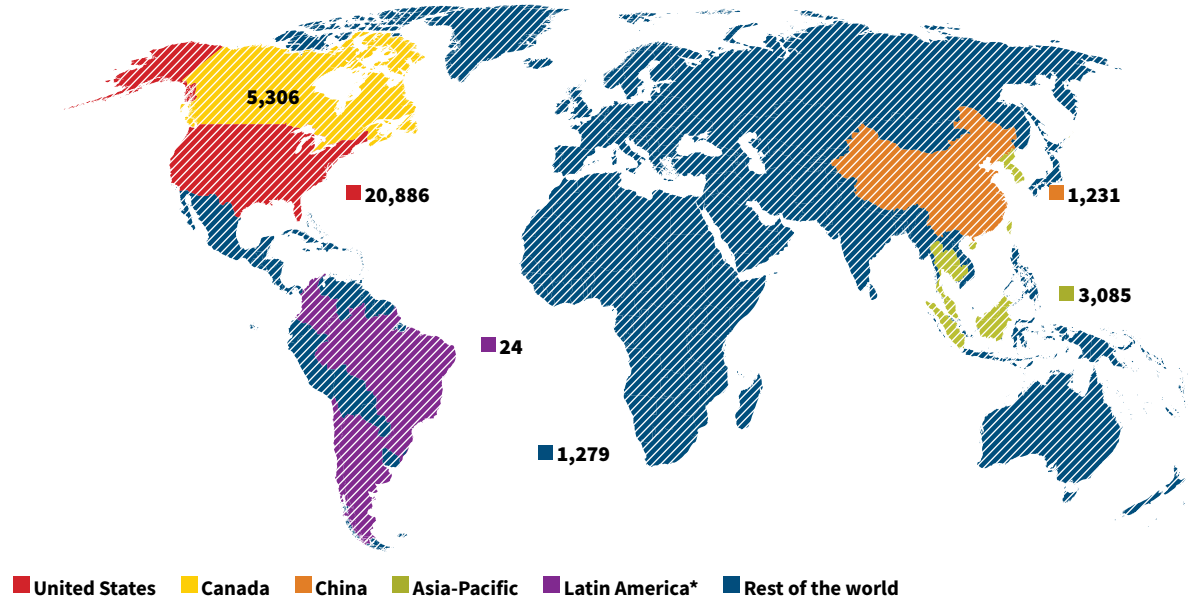
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## MEMBERS BY REGION

**31,811** TOTAL MEMBERSHIP COUNT AS OF JUNE 30, 2018



\*Argentina, Brazil, Chile and Colombia



# ABOUT <sup>THE</sup> Actuary

## Fast Facts

**ESTABLISHED**  
2004

**FREQUENCY**  
6X per year

**PRINT  
CIRCULATION**  
32,360 copies in  
88 countries

**THEACTUARY  
MAGAZINE.ORG**  
95,220 visitors and  
154,800 page views  
per year

**E-NEWSLETTER  
CIRCULATION**  
27,945

**AUDIENCE**  
Members and  
candidates of  
the Society of  
Actuaries

Actuaries inform and make business decisions that lead to **profits, savings, stability** and **success**. They turn to *The Actuary* to find information they can **trust**. *The Actuary* gives readers the information they need to stay on top of actuarial trends and enhance their business career development.

*The Actuary* offers exceptional advertising opportunities via three channels:

- 1 | Print
- 2 | Online
- 3 | Email



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# EDITORIAL CALENDAR & MATERIAL DEADLINES

## FEBRUARY/MARCH 2019

**Issue Theme:** The Future of the Actuary

**Issue Description:** The nature of actuarial work is rapidly changing. This issue highlights the ever-adapting role of the actuary, the impact of the gig economy and alternative staffing models, and how the profession can stay relevant.

**Print Space Reservation:** Dec. 12, 2018

**Print Material Deadline:** Jan. 22, 2019

**Print Mail Date:** Early March 2019

**Digital Space Reservation:** Feb. 13, 2019

**Digital Material Deadline:** Feb. 26, 2019

**Email Date:** Mid-March 2019

## APRIL/MAY 2019

**Issue Theme:** Media Psychology

**Issue Description:** Life insurance is becoming increasingly mediated by technology and big data. This issue explores the psychology behind adapting to these new forces and effectively managing this relationship.

**Print Space Reservation:** Feb. 13, 2019

**Print Material Deadline:** March 19, 2019

**Print Mail Date:** Early May 2019

**Digital Space Reservation:** April 9, 2019

**Digital Material Deadline:** April 22, 2019

**Email Date:** Early May 2019

## JUNE/JULY 2019

**Issue Theme:** Risk

**Issue Description:** The pace of regulatory, technological, operational and environmental change is quicker than ever. This issue explores managing qualitative and quantitative risks—both those that are evident and those that are unseen.

**Print Space Reservation:** April 12, 2019

**Print Material Deadline:** May 16, 2019

**Print Mail Date:** Late June 2019

**Digital Space Reservation:** June 7, 2019

**Digital Material Deadline:** June 20, 2019

**Email Date:** Early July 2019

## AUGUST/SEPTEMBER 2019

**Issue Theme:** Life Cycle Solutions

**Issue Description:** This issue explores the risks people face during different stages of their lives. It takes a close look at how individuals, families and communities have dealt with risks related to health care, death, investments, retirement and more, and how solutions must evolve to meet future needs.

**Print Space Reservation:** June 10, 2019

**Print Material Deadline:** July 17, 2019

**Print Mail Date:** Late August 2019

**Digital Space Reservation:** Aug. 8, 2019

**Digital Material Deadline:** Aug. 21, 2019

**Email Date:** Early September 2019

## OCTOBER/NOVEMBER 2019

**Issue Theme:** Leadership and Development/Courage

**Issue Description:** How do you define courage? Is it the power to persevere? The capacity to work outside of your comfort zone? The drive to tackle a daunting task? This issue explores the commodity of courage and how to bravely face the challenges surrounding us.

**Print Space Reservation:** July 30, 2019

**Print Material Deadline:** Sept. 3, 2019

**Print Mail Date:** Mid-October 2019

**Digital Space Reservation:** Sept. 24, 2019

**Digital Material Deadline:** Oct. 7, 2019

**Email Date:** Mid-October 2019

**Bonus print distribution at the 2019 SOA Annual Meeting & Exhibit**

## DECEMBER 2019/JANUARY 2020

**Issue Theme:** Demand for Insurance/Future of Insurance Products

**Issue Description:** Life insurance is an optional, luxury purchase. Without industry innovation and reengineering, future sales will continue to dwindle. This issue highlights forward-looking tactics to reverse or adapt to trends.

**Print Space Reservation:** Oct. 2, 2019

**Print Material Deadline:** Nov. 5, 2019

**Print Mail Date:** Late December 2019

**Digital Space Reservation:** Nov. 27, 2019

**Digital Material Deadline:** Dec. 12, 2019

**Email Date:** Early January 2020

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 AD RATES

Get the most for your advertising dollars with *The Actuary*. Rates for 2019 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

## 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

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## EARNED RATES

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

## INSERTS

Furnished inserts are billed at the B&W page rate x the number of insert pages.

- » Two-page insert (one leaf): Two x earned frequency rate
- » Four-page or larger insert is B&W earned frequency rate per page

## AGENCY DISCOUNT: 15%

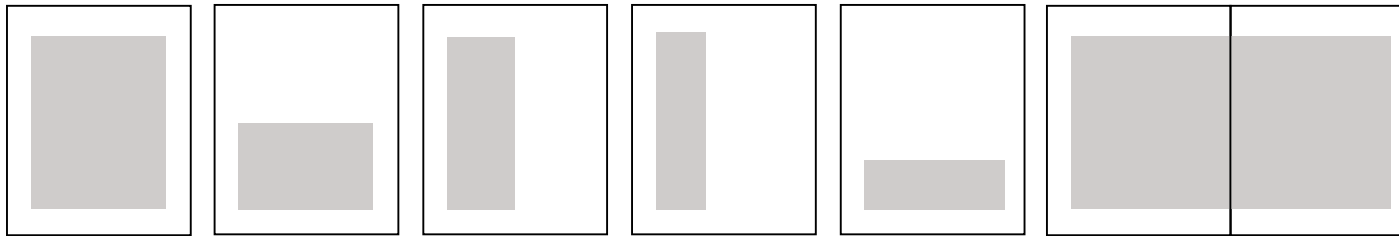
Agency responsibility: Payment for all advertising ordered and published



# PRINT AD SPECS & REQUIREMENTS

Please submit advertisements for *The Actuary* according to the following specifications. **All dimensions are in inches.**

**Trim Size: 8.375 x 10.875**



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

AD TYPE	BLEED ADS	LIVE AREA	TRIM	NON-BLEED ADS
2-Page Spread	17 x 11.125	16.25 x 10.375	16.75 x 10.875	15.25 x 9.375
Full Page	8.625 x 11.125	7.875 x 10.375	8.375 x 10.875	7.325 x 9.375
½ Horizontal	8.625 x 5.5	7.875 x 4.875	8.375 x 5.125	7.325 x 4.5
½ Vertical	4.1875 x 11.125	3.4375 x 10.375	3.9375 x 10.875	3.375 x 9.375
⅓ Horizontal	8.5 x 4.25	7.875 x 3.75	8.375 x 4	7.325 x 3.25
⅓ Vertical	3.0625 x 11.125	2.5625 x 10.375	2.8125 x 10.875	2.3125 x 9.375

## 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@mrvica.com](mailto:dmather@mrvica.com). Indicate name of file, advertiser name and contact information. The publisher will advise if the ad passes preflight or needs corrections.

## 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  
*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.*

## 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 of printable area (0.125 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%.
- » B&W 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%)



# DIGITAL AD SPECS & REQUIREMENTS

Please submit advertisements for *The Actuary* website and e-newsletter according to the following specifications. **All dimensions are in pixels.**

## WEBSITE—THEACTUARYMAGAZINE.ORG

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

Please do not include a border around the edge of your website ad. There is a one-pixel contrasting border that is programmed around all ads on *TheActuaryMagazine.org*.

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 Ad Manager 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 Google Ad Manager ad sources)
- » Chrome, Firefox, Safari
- » iOS, Android, Win7 Mobile

## HTML5 REQUIREMENTS

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

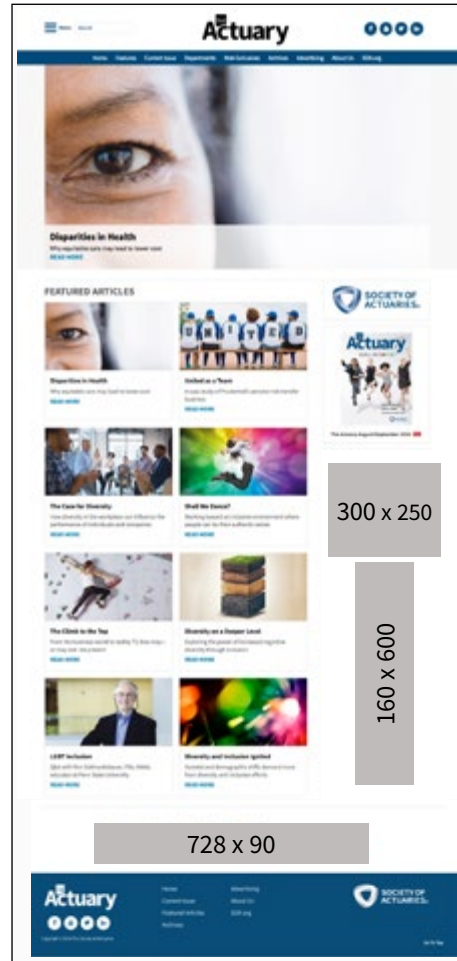
- » Standard HTML5 display ads are made up of an HTML file and a file of images. The 40KB size limit should be measured by adding together the sizes of the HTML file and image file.
- » HTML5 Rich Media creatives include polite loading by default. This means the initial load size of the creative includes only the main .html document (which works 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.

## Contact for a Quote

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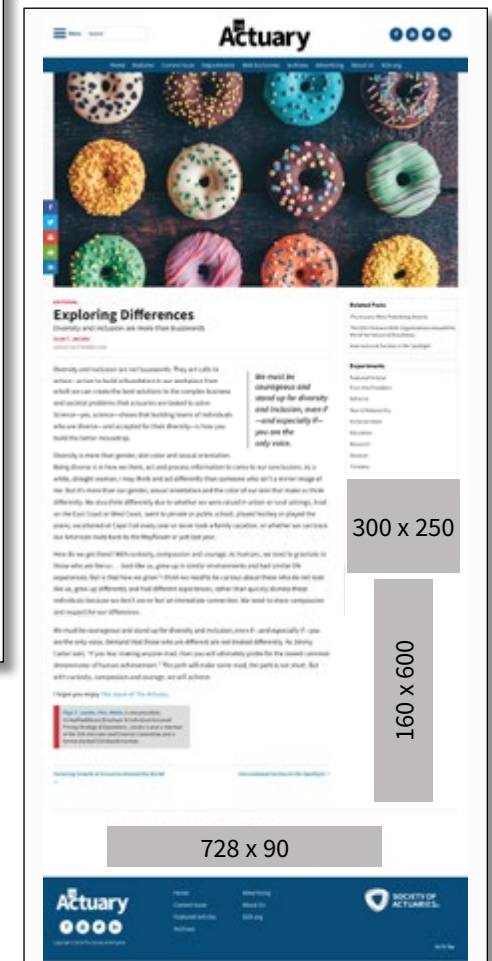
See [support.google.com/admanager/answer/7046799](http://support.google.com/admanager/answer/7046799) for more information.

## Home/Category Page



*TheActuary Magazine.org* enjoys 95,220 visitors and 154,800 page views per year.

## Article Page



# DIGITAL AD SPECS & REQUIREMENTS

## THE ACTUARY E-NEWSLETTER

### BANNER

468 x 60

All dimensions are in pixels.

### 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.
- » Creative must be served from HTTPS connection.

All digital ads must be submitted **five** business days prior to the intended start date and are subject to approval.

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The Actuary e-newsletter is sent to 27,945 SOA members every two months.

