Welcome to the 2022 media kit for *The Actuary*, the award-winning flagship publication of the Society of Actuaries (SOA).

**AWARDS & RECOGNITION**

- **2021:** Two Bronze EXCEL Awards
- **2020:** Gold EXCEL Award, Silver EXCEL Award
- **2019:** Folio Ozzie Award Honorable Mention, two Bronze EXCEL Awards, Merit Gold Circle Award
- **2018:** Folio Ozzie Award Winner, Gold Hermes Creative Award, Silver EXCEL Award, two Bronze EXCEL Awards

**Seize the Opportunity**

Contact Michael J. Mrvica
M.J. Mrvica Associates Inc.
Tel: 856.768.9360
Fax: 856.753.0064
Email: mjmrvica@mrvica.com
With roots dating back to 1889, the Society of Actuaries (SOA) is an education, research and professional membership organization. With nearly 32,000 members and more than 35,000 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 actuaries in every specialty, including:

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

Don’t Pass on This Chance
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3 | theactuarymagazine.org
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 digital advertising opportunities.

**THEACTUARYMAGAZINE.ORG**

- *The Actuary* has a responsive website with a modern, clean look.
- Content is updated multiple times a month.
- Last year, there were 268,100 website visits and 368,900 page views.

**THE ACTUARY E-NEWSLETTERS**
Reach a global audience of 35,770+ SOA members and candidates 12 times a year.

There are three separate e-newsletters for the audiences in Asia, Canada and the Rest of the World.

- *The Actuary* Asia reaches 4,770+ SOA members and candidates in Asia.
- *The Actuary* Canada reaches 7,500+ SOA members and candidates in Canada.
- *The Actuary* Rest of the World e-newsletter reaches 23,500+ SOA members and candidates across the globe.

Rolande S. Mbatchou, ASA, MAAA
# EDITORIAL CALENDAR & MATERIAL DEADLINES

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

<table>
<thead>
<tr>
<th>MONTH</th>
<th>CANADA ISSUE THEME</th>
<th>REST OF THE WORLD ISSUE THEME</th>
<th>E-NEWSLETTER SPACE RESERVATION DEADLINE</th>
<th>E-NEWSLETTER AD MATERIAL DUE</th>
<th>E-NEWSLETTER DEPLOYMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2022</td>
<td>Climate Change</td>
<td>Judgment</td>
<td>March 1, 2022</td>
<td>March 7, 2022</td>
<td>March 26, 2022</td>
</tr>
<tr>
<td>April 2022</td>
<td>Evolution of the Actuarial Profession</td>
<td>Work and Creativity</td>
<td>April 1, 2022</td>
<td>April 8, 2022</td>
<td>April 30, 2022</td>
</tr>
<tr>
<td>May 2022</td>
<td>Privacy and Business Ethics</td>
<td>Book Review with Actuarial Interpretation</td>
<td>May 2, 2022</td>
<td>May 9, 2022</td>
<td>May 28, 2022</td>
</tr>
<tr>
<td>June 2022</td>
<td>Actuaries in Nontraditional Roles</td>
<td>Generational Collaboration or Division</td>
<td>June 1, 2022</td>
<td>June 8, 2022</td>
<td>June 25, 2022</td>
</tr>
<tr>
<td>July 2022</td>
<td>IFRS 17</td>
<td>Emerging Risks</td>
<td>July 1, 2022</td>
<td>July 8, 2022</td>
<td>July 30, 2022</td>
</tr>
<tr>
<td>November 2022</td>
<td>Leadership and Communication</td>
<td>Anti-trust</td>
<td>Nov. 1, 2022</td>
<td>Nov. 8, 2022</td>
<td>Nov. 26, 2022</td>
</tr>
</tbody>
</table>

No cancellations will be accepted after reservation deadline. Preferred positions are non-cancellable. Acceptance of advertising is subject to approval by editor.
More advertising opportunities than ever are now available on TheActuaryMagazine.org. Ad opportunities include:

- Banner ads
- Video ads
- Interactive polls

TheActuaryMagazine.org AD RATES
Banner ads will rotate upon refresh and can have up to 33% share of voice.

<table>
<thead>
<tr>
<th>POSITION</th>
<th>MONTHLY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top leaderboard banner ad</td>
<td>$975</td>
</tr>
<tr>
<td>Bottom leaderboard banner ad</td>
<td>$780</td>
</tr>
<tr>
<td>Top/bottom medium rectangle banner ad</td>
<td>$875</td>
</tr>
<tr>
<td>Self-hosted video</td>
<td>$1,250</td>
</tr>
<tr>
<td>Interactive poll</td>
<td>$985</td>
</tr>
</tbody>
</table>

All website ads must be submitted five business days prior to the intended start date and are subject to approval. Website/email bundles are available upon request.

Reach Out Now
Contact Michael J. Mrvica
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Fax: 856.753.0064
Email: mjmrvica@mrvica.com

TheActuaryMagazine.org

268,100 visitors and 368,900 page views in 2021

Jason Hiquet, FSA, CERA
BANNER AD SPECS

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>LEADERBOARD</th>
<th>MEDIUM RECTANGLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimensions</td>
<td>728 x 90 px (desktop)</td>
<td>300 x 250 px (desktop, tablet and mobile)</td>
</tr>
<tr>
<td></td>
<td>468 x 60 px (tablet)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>320 x 50 px (mobile)</td>
<td></td>
</tr>
</tbody>
</table>

All ad sizes listed must be supplied per ad space.

ACCEPTABLE FILE FORMAT

» All web images must be 72 dpi
» RGB or indexed color format
» HTML5 ads are accepted; flash ads are not accepted (See support.google.com/admanager/answer/704679 for more information on HTML5 requirements)
» Accepted file types: .jpg, .png, .gif

» Maximum file size: 90KB
» Animated GIFs are allowed; maximum animated time is 30 seconds
» Click tags allowed
» Must provide URL for click-through
» Creative must be served from HTTPS connection

VIDEO ADVERTISING REQUIREMENTS

» Must provide video in the form of a Vimeo or YouTube link
» Poster image size: 300 x 150 px
» Poster image file type: .jpg, .png, .gif
» Poster image color format: RGB
» Poster image resolution: 72ppi
» Poster image maximum file size: 90KB
» Must provide one click-through URL

BROWSER COMPATIBILITY

Banner ads are served using Google Ad Manager and may be blocked by some networks from view. Compatible browsers include:
» IE7–IE10 (some IE7 and IE8 configurations are known to block Google Ad Manager ad sources)
» Chrome, Firefox, Safari
» iOS, Android, Win7 Mobile

SUBMITTING AD MATERIALS

Please submit files via email to mjmrvica@mrvica.com. Indicate name of file, advertiser name and contact information. The publisher will advise if the ad passes preflight or needs corrections. All website ads must be submitted five business days prior to the intended start date and are subject to approval.
E-NEWSLETTER AD SPECS, RATES & REQUIREMENTS

The Actuary e-newsletter monthly distribution, by audience:

- 4,770+ SOA members and candidates in Asia
- 7,500+ SOA members and candidates in Canada
- 23,500+ SOA members and candidates throughout the Rest of the World

**The Actuary E-Newsletter Ad Rates**

There are three monthly e-newsletters for *The Actuary*: Asia, Canada and the Rest of the World. There are three available ad positions per e-newsletter. Website/email bundles are available upon request.

<table>
<thead>
<tr>
<th>VERSION</th>
<th>MONTHLY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia banner</td>
<td>$975</td>
</tr>
<tr>
<td>Canada banner</td>
<td>$975</td>
</tr>
<tr>
<td>Rest of the World banner</td>
<td>$1,350</td>
</tr>
</tbody>
</table>

**The Actuary E-Newsletter Ad Specs**

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>BANNER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimensions</td>
<td>468 x 60 px</td>
</tr>
</tbody>
</table>

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## TERMS & CONDITIONS

### TERMS
Advertiser agrees that the Publisher’s liability (if any) on account of omissions or errors in such advertising shall in no event exceed the amount of charges for the listing of advertising which was omitted or in which the error occurred and liability shall be discharged by abatement of the charges or (an advertising allowance) commensurate with the error for the particular listing of advertising in which the omission or error occurred, but in no event exceeding the contract price of the particular listing or advertising in which the omission or error occurred. No adjustment of any free listing or advertisement. Reproduction quality of photographs, screen tints and artwork provided cannot be guaranteed.

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**Advertise Today**  
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