



**THE WORLD'S  
LARGEST ACTUARIAL  
PROFESSIONAL  
ORGANIZATION**

**THE  
Actuary**

**2020 MEDIA KIT**

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**REACH MORE THAN 30,000 SOA MEMBERS**

# AWARDS & RECOGNITION



Welcome to the 2020 media kit for *The Actuary*, the award-winning flagship publication of the Society of Actuaries (SOA).

- » 2019 Folio Ozzie Award Finalist for Association/Nonprofit—Overall Design (Single Magazine Issue)—Professional/Membership Association
- » 2019 Bronze EXCEL Award for General Excellence: Magazine
- » [2019 Bronze EXCEL Award for Single Topic Issue: Magazine \(April/May 2018 Climate Change Issue\)](#)
- » 2019 Merit Gold Circle Award for E-magazine
- » 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)

## Seize the Opportunity

Contact Dean Mather

M.J. Mrvica Associates Inc.

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Fax: 856.753.0064

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



# 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 30,000 members and more than 43,000 candidates**, the SOA is the world's largest actuarial professional organization.

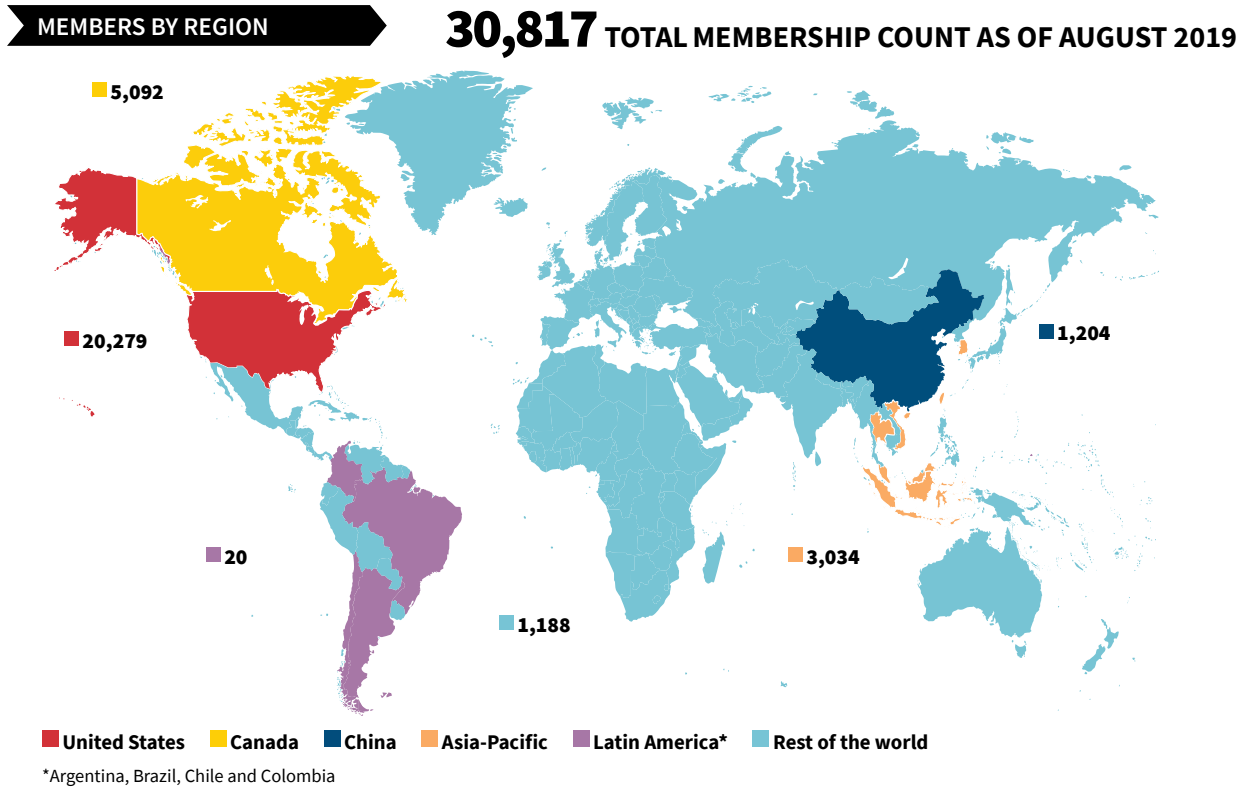
Through **education** and **research**, the SOA **advances** actuaries as **leaders** in measuring and **managing risk to improve financial outcomes** for **individuals, organizations** and the **public**. Actuaries are **highly sought-after professionals** who develop and communicate **solutions** for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

## Don't Pass on This Chance

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# ABOUT <sup>THE</sup> Actuary

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 two digital channels:

- 1 | **Website:** Responsive website with a modern, clean look
- 2 | **Email:** Reach nearly 65,000 SOA members and candidates

Website/email bundles are available upon request.

**ESTABLISHED**  
2004

**FREQUENCY**  
6X e-newsletter

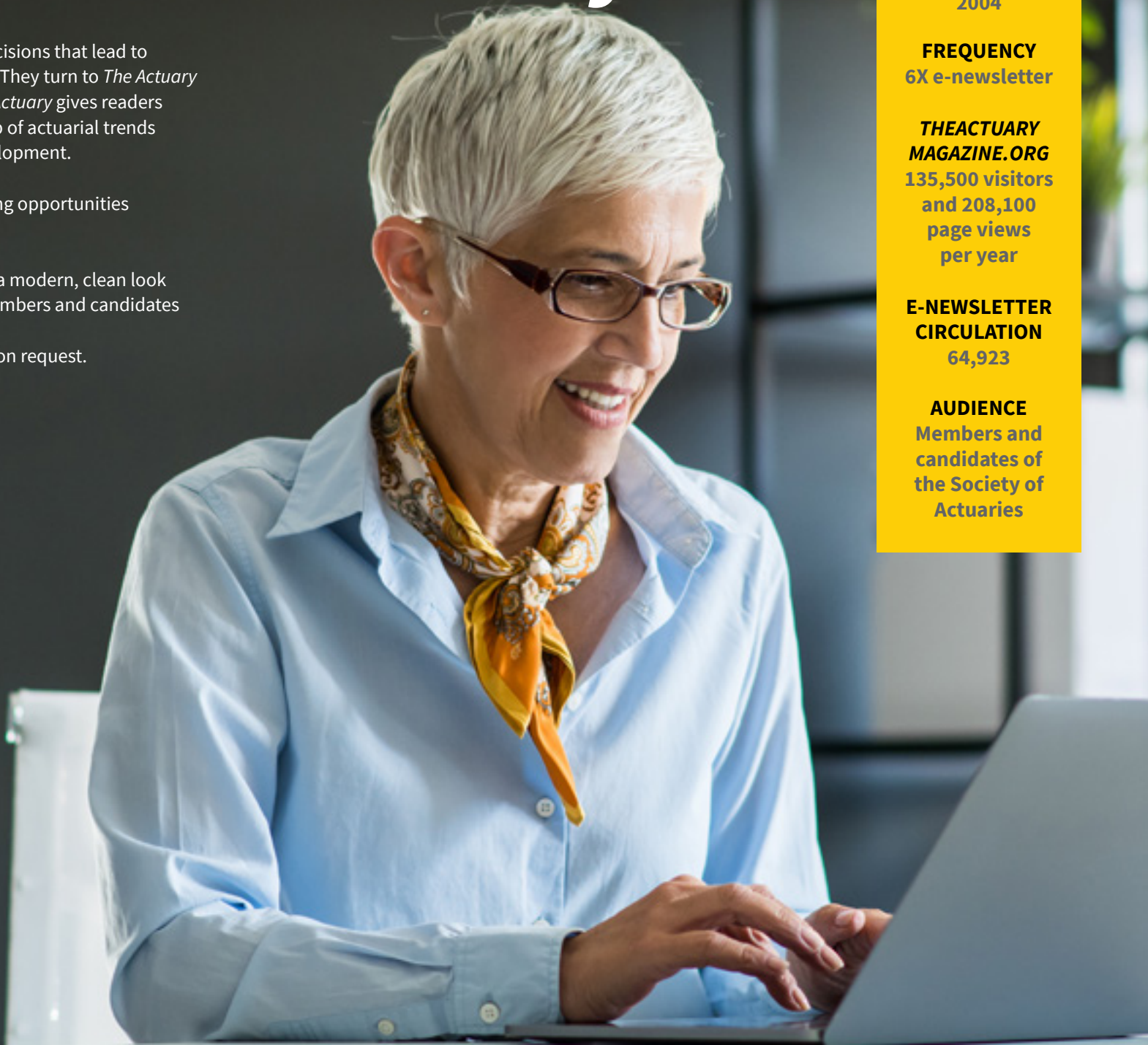
**THEACTUARY**  
**MAGAZINE.ORG**  
135,500 visitors  
and 208,100  
page views  
per year

**E-NEWSLETTER**  
**CIRCULATION**  
64,923

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

## All Eyes on Your Ad

Contact Dean Mather  
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# EDITORIAL CALENDAR & MATERIAL DEADLINES

## MARCH 2020

### Professionalism

Being an actuary requires a long-term commitment to learning—beyond the attainment of an FSA. This issue focuses on ways to maintain expertise in a world that demands more.

E-NEWSLETTER	
Space Reservation	Feb. 17, 2020
Material Deadline	Feb. 24, 2020
Mail Date	Mid-Mar. 2020

## MAY 2020

### Actuaries, Modeling and Technology

Model modernization, artificial intelligence, model risk management and big data are the new buzzwords in the actuarial profession. This issue explores the modernization of processes, models, tools and data management that are needed to move current practices into the future.

	PRINT	E-NEWSLETTER
Space Reservation	Jan. 20, 2020	March 16, 2020
Material Deadline	Feb. 21, 2020	March 27, 2020
Mail Date	Early May 2020	Mid-May 2020

## JULY 2020

### Global Health Crisis

The crisis of health care spans the globe. This issue explores the fact that health care costs, funding, access and quality are worldwide problems.

E-NEWSLETTER	
Space Reservation	July 14, 2020
Material Deadline	July 20, 2020
Mail Date	Late July 2020

## SEPTEMBER 2020

### Expansion and Innovation

This issue explores what may be in store for actuaries. Articles focus on cultivating opportunities for the profession, how actuaries can solve public/societal issues, and case studies highlighting innovations within the profession.

E-NEWSLETTER	
Space Reservation	Aug. 24, 2020
Material Deadline	Sept. 7, 2020
Mail Date	Late Sept. 2020

## NOVEMBER 2020

### Diversity of Thought

Actuaries are data-driven critical thinkers, with strong opinions on a wide range of topics. This issue presents a series of point-counterpoint articles on topics across pensions, health care, property & casualty and more.

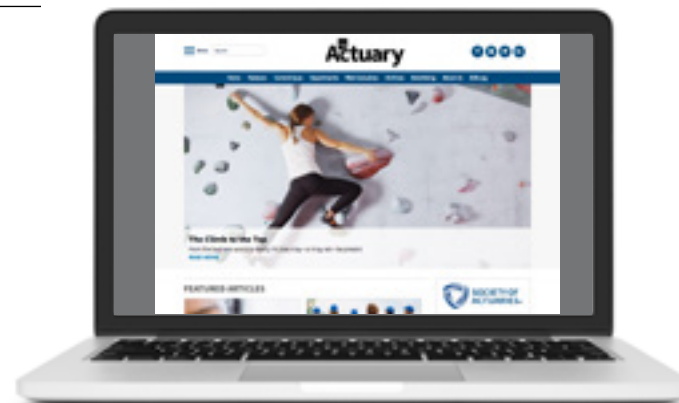
E-NEWSLETTER	
Space Reservation	Oct. 12, 2020
Material Deadline	Oct. 26, 2020
Mail Date	Mid-Nov. 2020

## JANUARY 2021

### Regulation

How can insurance and regulation symbiotically co-exist? This issue explores the impact of new and existing regulation throughout the insurance industry around the world.

E-NEWSLETTER	
Space Reservation	Dec. 21, 2020
Material Deadline	Jan. 4, 2021
Mail Date	Late Jan. 2021



No cancellations will be accepted after space reservation date. Preferred positions are non-cancellable. Acceptance of advertising is subject to approval by editor.

# WEBSITE ADVERTISING OPPORTUNITIES

## **THEACTUARYMAGAZINE.ORG—NEW ADVERTISING OPPORTUNITIES IN 2020**

More advertising opportunities are now available on [TheActuaryMagazine.org](http://TheActuaryMagazine.org). A quote will be provided upon request for the following ad types:

- » Banner ads
- » Video ads
- » Sponsored content
- » White paper posting
- » Interactive polls

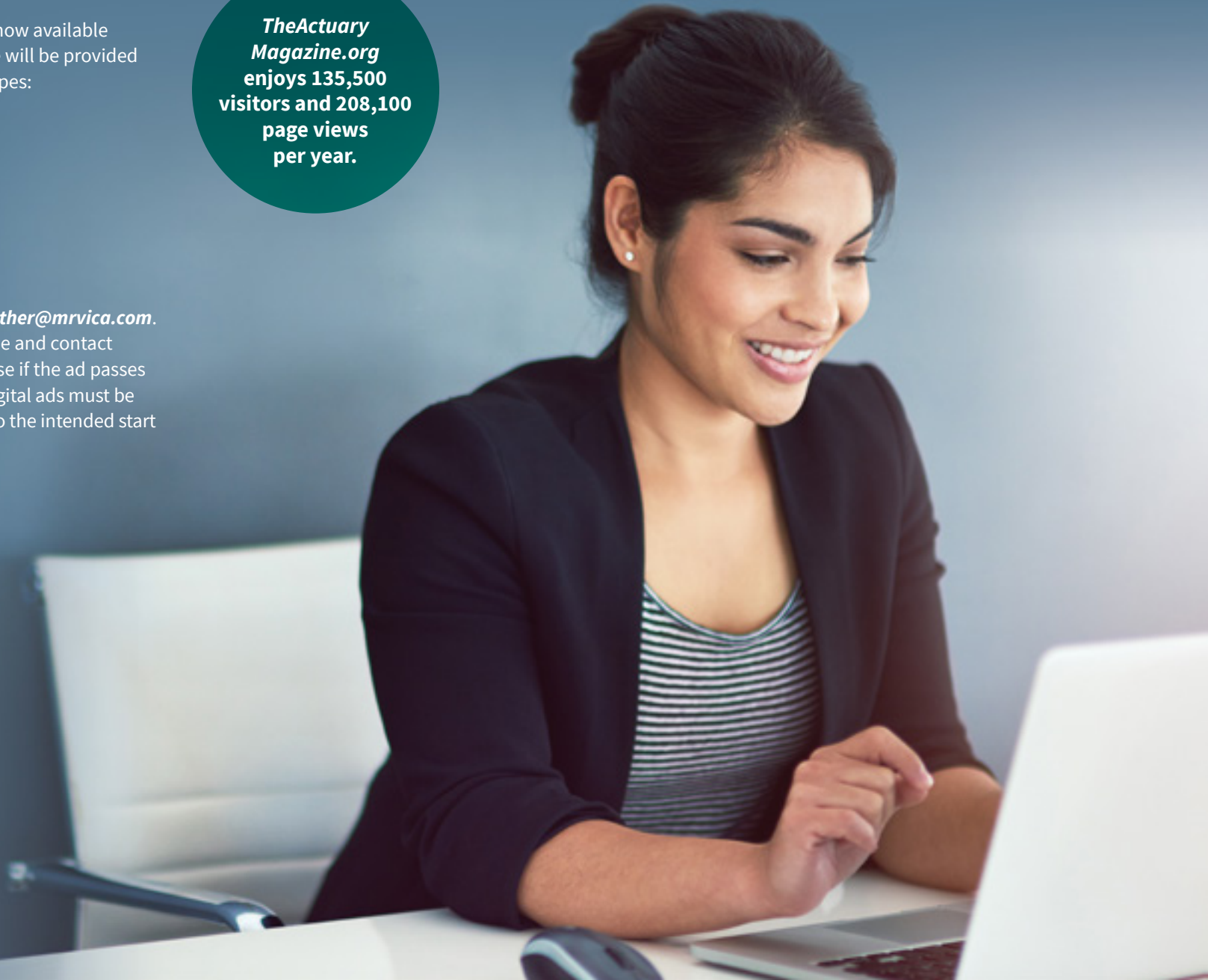
*TheActuary Magazine.org* enjoys **135,500 visitors and 208,100 page views per year.**

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

## **Contact For a Quote**

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# WEBSITE AD SPECS & REQUIREMENTS

## BANNER AD SPECS

AD SIZE	LEADERBOARD	MEDIUM RECTANGLE
Dimensions	728 x 90 px (desktop) 468 x 60 px (tablet) 320 x 50 px (mobile)	300 x 250 px (desktop, tablet and mobile)

All ad sizes listed must be supplied per ad space.

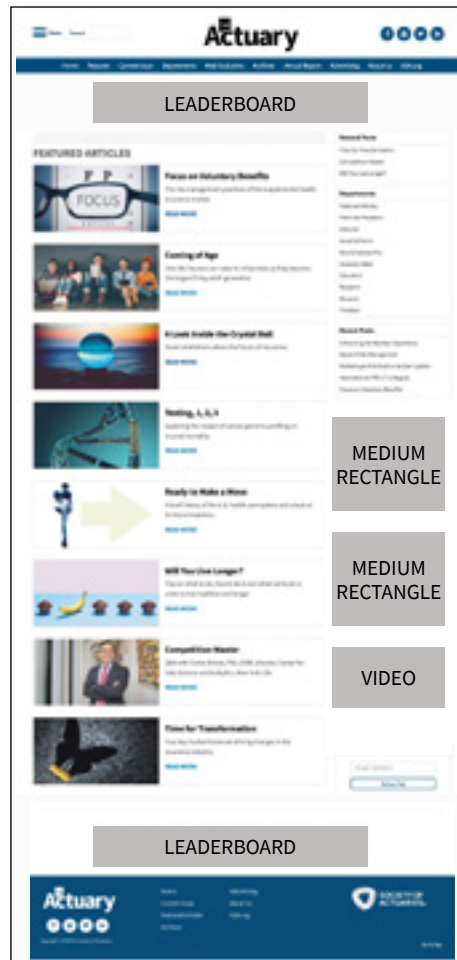
## ACCEPTABLE FILE FORMAT

- » 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/7046799](http://support.google.com/admanager/answer/7046799) 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 OK
- » Must provide URL for click-through
- » Creative must be served from HTTPS connection

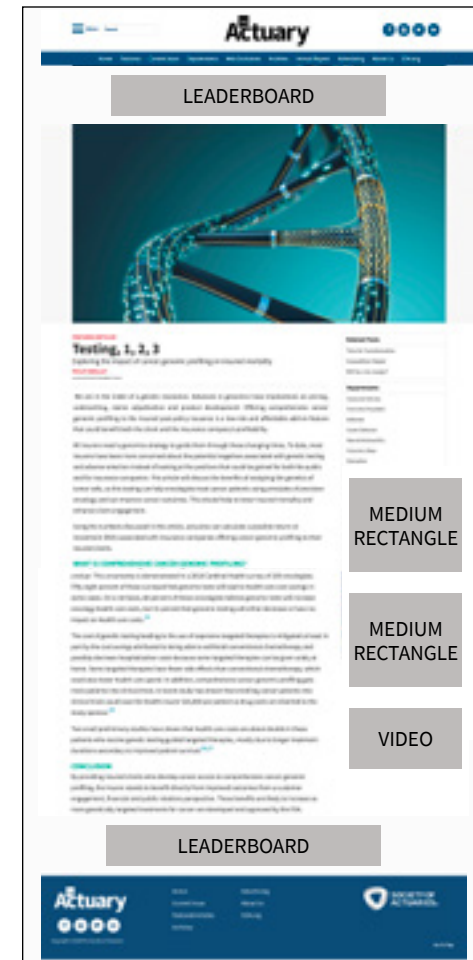
## VIDEO ADVERTISING REQUIREMENTS

- » Aspect ratio: 16:9
- » Max size/length: 90 seconds
- » Video format: .mov or .mp4
- » Maximum file size: 90KB
- » Video poster size: 300 x 150 px
- » Video poster file type: .jpg, .png, .gif
- » Must provide direct source link if video is self-hosted

## Home/Category Page



## Article Page



## Get More Web Leads

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## 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



# E-NEWS AD SPECS & REQUIREMENTS

## THE ACTUARY E-NEWSLETTER

BANNER

468 x 60 px

*The Actuary*  
e-newsletter  
is sent to 64,923  
SOA members and  
candidates 6 times  
a year.

## ACCEPTABLE FILE FORMAT

- » All web images must be 72 dpi
- » RGB or indexed color format
- » Accepted file types: .jpg, .png, .gif
- » Maximum file size: 90KB
- » Animated GIFs are allowed; maximum animated time is 30 seconds
- » Click tags OK
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## Show off Your Brand

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