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REACH MORE THAN 30,000 SOA MEMBERS
Welcome to the 2020 media kit for *The Actuary*, the award-winning flagship publication of the Society of Actuaries (SOA).

**AWARDS & RECOGNITION**

» 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 Bronze EXCEL Award for Single Topic Issue (August/September 2017 Retirement Issue)

» 2018 Bronze EXCEL Award for Digital Website (Magazine)

» 2018 Silver EXCEL Award for General Excellence

Seize the Opportunity

Contact Dean Mather
M.J. Mrvica Associates Inc.
Tel: 856.768.9360
Fax: 856.753.0064
Email: dmather@mrvica.com
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
Contact Dean Mather
M.J. Mrvica Associates Inc.
Tel: 856.768.9360
Fax: 856.753.0064
Email: dmather@mvica.com
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: 64-page perfect-bound magazine on high-quality, recycled paper
2 | Online: Responsive website with a modern, clean look
3 | Email: Reach nearly 65,000 SOA members and candidates

Print/digital bundles are available upon request.

All Eyes on Your Ad
Contact Dean Mather
M.J. Mrvica Associates Inc.
Tel: 856.768.9360
Fax: 856.753.0064
Email: dmother@mrvica.com

ESTABLISHED
2004

FREQUENCY
4X print
6X e-newsletter

PRINT
CIRCULATION
31,736 copies in 88 countries

THEACTUARYMAGAZINE.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
EDITORIAL CALENDAR & MATERIAL DEADLINES

SPRING 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.

<table>
<thead>
<tr>
<th>PRINT</th>
<th>E-NEWSLETTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space Reservation</td>
<td>Jan. 20, 2020</td>
</tr>
<tr>
<td>Material Deadline</td>
<td>Feb. 21, 2020</td>
</tr>
<tr>
<td>Mail Date</td>
<td>Early April 2020</td>
</tr>
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</table>

SUMMER 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.

<table>
<thead>
<tr>
<th>PRINT</th>
<th>E-NEWSLETTER</th>
</tr>
</thead>
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<td>April 20, 2020</td>
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<tr>
<td>Material Deadline</td>
<td>May 22, 2020</td>
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<tr>
<td>Mail Date</td>
<td>Early July 2020</td>
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FALL 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.

<table>
<thead>
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<tr>
<td>Space Reservation</td>
<td>July 20, 2020</td>
</tr>
<tr>
<td>Material Deadline</td>
<td>Aug. 21, 2020</td>
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<tr>
<td>Mail Date</td>
<td>Early Oct. 2020</td>
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</table>

Bonus print distribution at the 2020 SOA Annual Meeting & Exhibit

WINTER 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.

<table>
<thead>
<tr>
<th>PRINT</th>
<th>E-NEWSLETTER</th>
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</thead>
<tbody>
<tr>
<td>Material Deadline</td>
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<td>Mail Date</td>
<td>Early Jan. 2021</td>
</tr>
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</table>

DIGITAL ISSUES
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.

<table>
<thead>
<tr>
<th>E-NEWSLETTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space Reservation</td>
</tr>
<tr>
<td>Material Deadline</td>
</tr>
<tr>
<td>Mail Date</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>E-NEWSLETTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space Reservation</td>
</tr>
<tr>
<td>Material Deadline</td>
</tr>
<tr>
<td>Mail Date</td>
</tr>
</tbody>
</table>

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 by advertising in *The Actuary*. Reach 30,000+ actuaries in print four times a year. Enhanced advertising opportunities, including advertorials and sponsored content, are now available.

**BLACK & WHITE RATES**

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>$6,250</td>
<td>$6,110</td>
<td>$5,715</td>
<td>$5,460</td>
<td>$5,150</td>
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<tr>
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<td>$3,125</td>
<td>$3,055</td>
<td>$2,860</td>
<td>$2,730</td>
<td>$2,575</td>
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<tr>
<td>½ Page</td>
<td>$2,005</td>
<td>$1,930</td>
<td>$1,770</td>
<td>$1,750</td>
<td>$1,695</td>
</tr>
<tr>
<td>¼ Page</td>
<td>$1,620</td>
<td>$1,575</td>
<td>$1,495</td>
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<td>$1,385</td>
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</table>

**COLOR RATES**

<table>
<thead>
<tr>
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<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
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</thead>
<tbody>
<tr>
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<td>$8,445</td>
<td>$8,290</td>
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<td>$7,655</td>
<td>$7,385</td>
</tr>
<tr>
<td>Full Page</td>
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<td>$4,145</td>
<td>$3,955</td>
<td>$3,825</td>
<td>$3,695</td>
</tr>
<tr>
<td>½ Page</td>
<td>$3,100</td>
<td>$3,030</td>
<td>$2,870</td>
<td>$2,850</td>
<td>$2,790</td>
</tr>
<tr>
<td>¼ Page</td>
<td>$2,720</td>
<td>$2,675</td>
<td>$2,590</td>
<td>$2,540</td>
<td>$2,480</td>
</tr>
</tbody>
</table>

**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

**SPECIAL ADVERTISING SECTIONS**

New advertising opportunities are now available in *The Actuary*. A quote will be provided upon request.

- Advertorials (design services available)
- Sponsored content

**EARNED RATES**

Total of full-page units, ½-page units and ¼-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

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Reserve Your Space

Contact Dean Mather
M.J. Mrvica Associates Inc.
Tel: 856.768.9360
Fax: 856.753.0064
Email: dmather@mrwica.com

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

**Trim Size: 8.375” x 10.875”**

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

**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%)

**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 dmath@mrvida.com. Indicate name of file, advertiser name and contact information. The publisher will advise if the ad passes preflight or needs corrections.
THEACTUARYMAGAZINE.ORG—NEW ADVERTISING OPPORTUNITIES IN 2020

More advertising opportunities are now available on 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

TheActuaryMagazine.org enjoys 135,500 visitors and 208,100 page views per year.

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

Contact For a Quote
Contact Dean Mather
M.J. Mrvica Associates Inc.
Tel: 856.768.9360
Fax: 856.753.0064
Email: dmath@mrvica.com

9 | theactuarymagazine.org
**WEBSITE AD SPECS & REQUIREMENTS**

### 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</td>
<td>300 x 250 px</td>
</tr>
</tbody>
</table>

### 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 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

![Home/Category Page](image1)

**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.**

### ARTICLE PAGE

![Article Page](image2)

### 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

---

**Get More Web Leads**

Contact Dean Mather  
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Tel: 856.768.9360  
Fax: 856.753.0064  
Email: dmather@mvica.com
E-NEWS AD SPECS & REQUIREMENTS

THE ACTUARY E-NEWSLETTER

BANNER

468 x 60 px

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
- Must provide URL for click-through

Show off Your Brand

Contact Dean Mather
M.J. Mrvica Associates Inc.
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Fax: 856.753.0064
Email: dmather@mrvica.com

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