



SOCIETY OF
ACTUARIES®

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

THE Actuary

2021 MEDIA KIT

Rolande S. Mbatchou, ASA, MAAA

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REACH MORE THAN 31,000 SOA MEMBERS

WELCOME



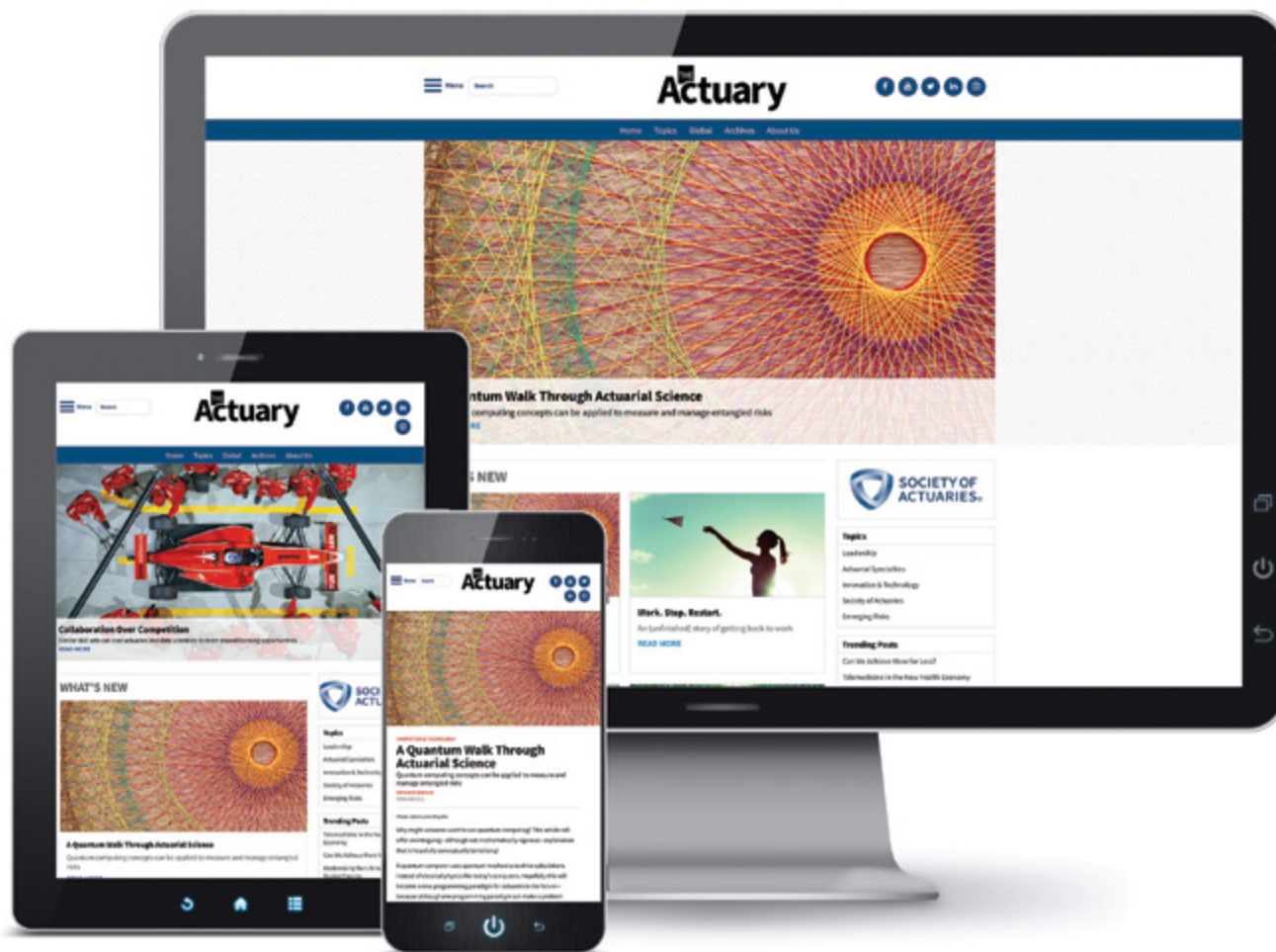
Welcome to the 2021 media kit for *The Actuary*, the award-winning flagship publication of the Society of Actuaries (SOA).

Awards & Recognition

- » **2020:** Gold EXCEL Award, Silver EXCEL Award
- » **2019:** Folio Ozzie Award Finalist, two Bronze EXCEL Awards, Merit Gold Circle Award
- » **2018:** Folio Ozzie Award, Gold Hermes Creative Award, Silver EXCEL Award, two Bronze EXCEL Awards
- » **2017:** Folio Ozzie Digital Award, Folio Ozzie Award, Platinum Hermes Creative Award, Silver EXCEL Award

Seize the Opportunity

Contact Michael J. Mrvica
M.J. Mrvica Associates Inc.
Tel: 856.768.9360
Fax: 856.753.0064
Email: mjmrvica@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 31,000 members and more than 42,000 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 ...

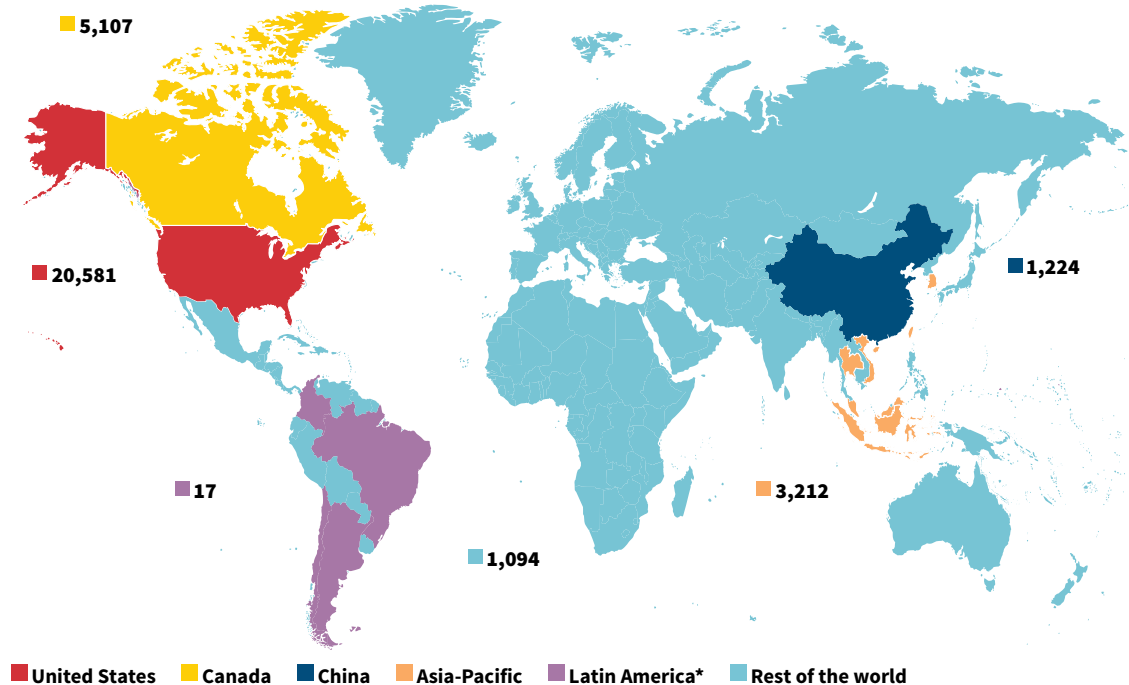
Don't Pass on This Chance

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4 | theactuarymagazine.org

MEMBERS BY REGION

31,235 TOTAL MEMBERSHIP COUNT AS OF DECEMBER 2020



ABOUT ^{THE} 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 55,000 SOA members and candidates 12 times a year; separate e-newsletters for North America and Asia

Website/email bundles are available upon request.

All Eyes on Your Ad

Contact Michael J. Mrvica
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ESTABLISHED
2004

THEACTUARY
MAGAZINE.ORG
Content updated
monthly, with 161,600
visits and 243,200 page
views per year

FREQUENCY
12x e-newsletter,
with a new unique
e-newsletter for the
Asia audience

NORTH AMERICA
E-NEWSLETTER
CIRCULATION
43,500+

ASIA E-NEWSLETTER
CIRCULATION
11,000+

AUDIENCE
Members and
candidates of the
Society of Actuaries



Patrick Getzen, FSA, MAAA

EDITORIAL CALENDAR & MATERIAL DEADLINES

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

JANUARY 2021

Regulatory Matters

E-NEWSLETTER	DEADLINE
Space Reservation	Dec. 29, 2020
Ad Material Due	Jan. 5, 2021
Email Sent	Late January 2021

FEBRUARY 2021

Advancements in Technology

E-NEWSLETTER	DEADLINE
Space Reservation	Feb. 1, 2021
Ad Material Due	Feb. 5, 2021
Email Sent	Late February 2021

MARCH 2021

Climate Change and Actuarial Involvement

E-NEWSLETTER	DEADLINE
Space Reservation	Mar. 1, 2021
Ad Material Due	Mar. 5, 2021
Email Sent	Late March 2021

APRIL 2021

Diversity, Inclusion and Equity

E-NEWSLETTER	DEADLINE
Space Reservation	Apr. 2, 2021
Ad Material Due	Apr. 9, 2021
Email Sent	Late April 2021

MAY 2021

The Changing Face of Leadership and Communication

E-NEWSLETTER	DEADLINE
Space Reservation	May 3, 2021
Ad Material Due	May 7, 2021
Email Sent	Late May 2021

JUNE 2021

Actuarial Evolution: Thriving in a Changing Environment

E-NEWSLETTER	DEADLINE
Space Reservation	Jun. 1, 2021
Ad Material Due	Jun. 4, 2021
Email Sent	Late June 2021

JULY 2021

The Global Actuarial Workforce

E-NEWSLETTER	DEADLINE
Space Reservation	Jul. 5, 2021
Ad Material Due	Jul. 9, 2021
Email Sent	Late July 2021

AUGUST 2021

Collaboration With Neighboring Professions

E-NEWSLETTER	DEADLINE
Space Reservation	Aug. 2, 2021
Ad Material Due	Aug. 6, 2021
Email Sent	Late August 2021

SEPTEMBER 2021

Actuaries and Career Moves

E-NEWSLETTER	DEADLINE
Space Reservation	Sep. 1, 2021
Ad Material Due	Sep. 7, 2021
Email Sent	Late September 2021

OCTOBER 2021

Health Care Reform Policies and Proposals

E-NEWSLETTER	DEADLINE
Space Reservation	Oct. 4, 2021
Ad Material Due	Oct. 8, 2021
Email Sent	Late October 2021

NOVEMBER 2021

Professionalism in an Evolving World

E-NEWSLETTER	DEADLINE
Space Reservation	Nov. 1, 2021
Ad Material Due	Nov. 5, 2021
Email Sent	Late November 2021

DECEMBER 2021

Regulatory Issues—Lessons Learned; Moving Forward

E-NEWSLETTER	DEADLINE
Space Reservation	Dec. 1, 2021
Ad Material Due	Dec. 6, 2021
Email Sent	Late December 2021



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

WEBSITE ADVERTISING OPPORTUNITIES

THEACTUARYMAGAZINE.ORG

More advertising opportunities than ever 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

SUBMITTING AD MATERIALS

Please submit files via email to mjmrsvica@mrsvica.com. Indicate name of file, advertiser name and contact information. The publisher will advise if the ad passes preflight or needs corrections.

**TheActuary
Magazine.org**
had 161,600 visitors
and 243,240 page
views in 2020.

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

Contact for a Quote

Contact Michael J. Mrsvica
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Albert Moore, ASA, MAAA

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)

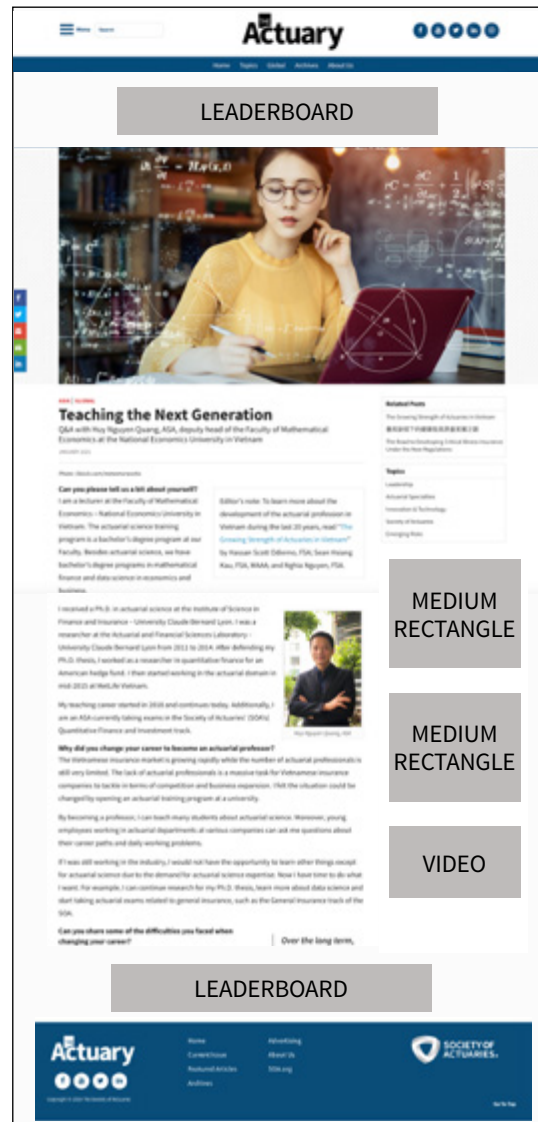
All ad sizes listed must be supplied per ad space.

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 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



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

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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
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Please submit files via email to mjmrvcica@mrvcica.com. Indicate name of file, advertiser name and contact information. The publisher will advise if the ad passes preflight or needs corrections. All e-newsletter ads are subject to approval.

Show off Your Brand

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The Actuary North America e-newsletter is sent to 43,500+ SOA members and candidates every month.

The Actuary Asia e-newsletter is sent monthly to 11,000+ SOA members and candidates in Asia.

Ashlee Mouton Borcan,
FSA, MAAA

