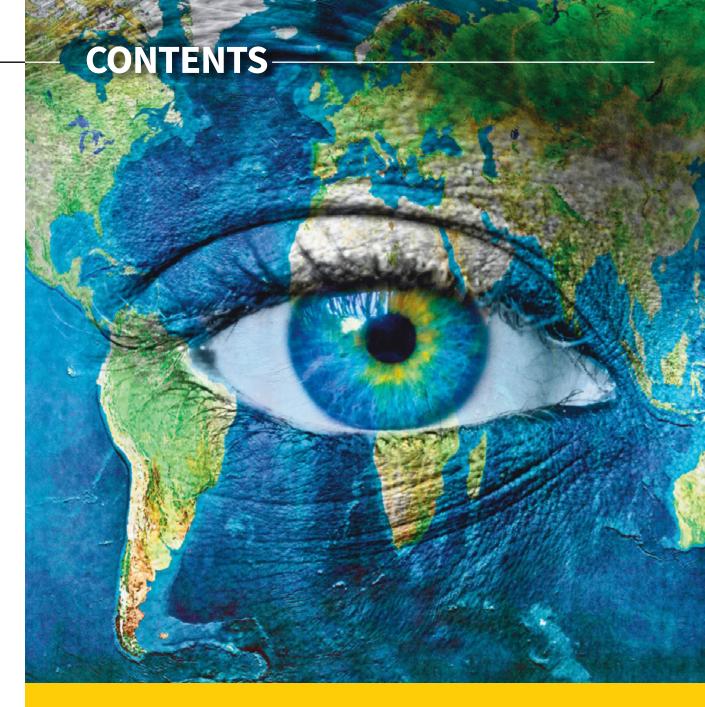


# THE WORLD'S LARGEST ACTUARIAL PROFESSIONAL ORGANIZATION

# THE ACCURACY 2021 MEDIA KIT

Rolande S. Mbatchou, ASA, MAAA

- 3 Welcome
- 4 About the Society of Actuaries (SOA)
- 5 About *The Actuary*
- 6 2021 Editorial Calendar & Material Deadlines
- 7 Website Advertising Opportunities
- 8 Website Ad Specifications & Requirements
- 9 E-newsletter Ad Specifications & Requirements



## **REACH MORE THAN 31,000 SOA MEMBERS**

# WELCOME -



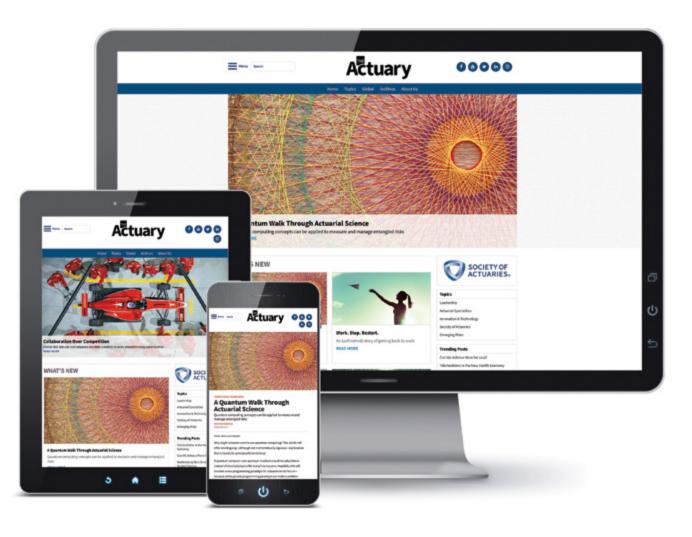
Welcome to the 2021 media kit for *The Actuary*, the award-winning flagship publication of the Society of Actuaries (SOA).

#### 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.

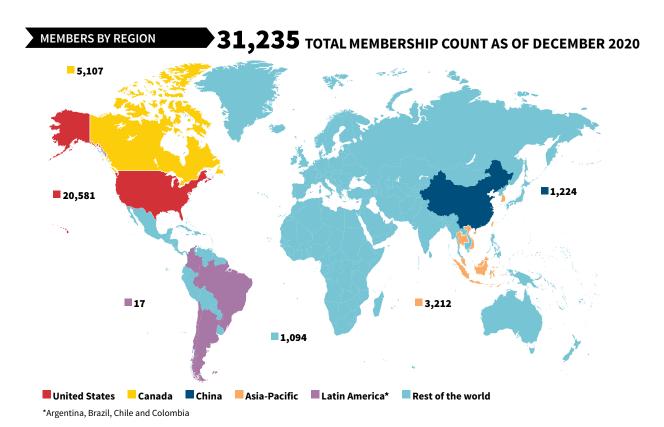
*The Actuary* is your connection to the global actuarial market. Reach actuaries in every specialty, including:

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

## **Don't Pass on This Chance**

Contact Michael J. Mrvica M.J. Mrvica Associates Inc. Tel: 856.768.9360 Fax: 856.753.0064 Email: *mjmrvica@mrvica.com* 

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# ABOUT 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 M.J. Mrvica Associates Inc. Tel: 856.768.9360 Fax: 856.753.0064 Email: *mjmrvica@mrvica.com*  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

# **EDITORIAL CALENDAR & MATERIAL DEADLINES**

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

#### JANUARY 2021

#### **Regulatory Matters**

ouni 0, 1011
Jan. 5, 2021
Dec. 29, 2020
DEADLINE

#### **FEBRUARY 2021**

#### Advancements in Technology

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

#### **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

1.107132022	
May 7, 2021	
May 3, 2021	
DEADLINE	

#### **JUNE 2021**

#### Actuarial Evolution: Thriving in a Changing

Environment

Late June 2021
Jun. 4, 2021
Jun. 1, 2021
DEADLINE

#### JULY 2021

#### The Global Actuarial Workforce



#### **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**

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

#### **OCTOBER 2021**

#### **Health Care Reform Policies and Proposals**

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

#### **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.

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## WEBSITE ADVERTISING OPPORTUNITIES

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#### 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
- $\gg$  Video ads
- » Sponsored content
- $\gg$  White paper posting
- » Interactive polls

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

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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. Mrvica M.J. Mrvica Associates Inc. Tel: 856.768.9360 Fax: 856.753.0064 Email: *mjmrvica@mrvica.com* 

Albert Moore, ASA, MAAA

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# **WEBSITE AD SPECS & REQUIREMENTS**

#### **BANNER AD SPECS**

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

All ad sizes listed must be supplied per ad space.

#### ACCEPTABLE FILE FORMAT

- » All web images must be 72 dpi
- $\gg$  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

## **Contact for a Quote**

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#### VIDEO ADVERTISING REOUIREMENTS

- » 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 clickthrough 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

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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
- >> Must provide URL for click-through

**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 e-newsletter ads are subject to approval.

### **Show off Your Brand**

Contact Michael J. Mrvica M.J. Mrvica Associates Inc. Tel: 856.768.9360 Fax: 856.753.0064 Email: *mjmrvica@mrvica.com*  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 Actuary



Achieving Innovation in a Regulated Industry Englose pathways for insurance companies to realize innovation >>

FEATURED ARTICLES

#### ssumption Governance

Efforts to develop, approve and monitor assumptions can be overwhetming, especial when the focus is to comply with numerous regulatory requirements.



468 x 60



Actuaries and Regulators— Successful Collaborators The risk of the actuary in nesting the choicego will depend on the equations of choice successing will depend on bridging the gas between public centimers and workable windows.

between public sentime solutions.

#### 468 x 60

#### When Regulation Knocks

Innovation Answers for adapt to new regulation, actuaries new to undentand how it comes about and ho they might appropriately influence it as industry experts.



Archives and Feedback

For an extensive listing of back issues of The Actuary, whit our archives page on The Actuary magazine website.

We would appreciate your feedback about the magazine Contact us at <u>theocluory</u>(Booc.orp.

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