



SOCIETY OF
ACTUARIES®

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

**REACH NEARLY 55,000 SOA
MEMBERS AND CANDIDATES**

THE Actuary

2021 MEDIA KIT

Rolande S. Mbatchou, ASA, MAAA

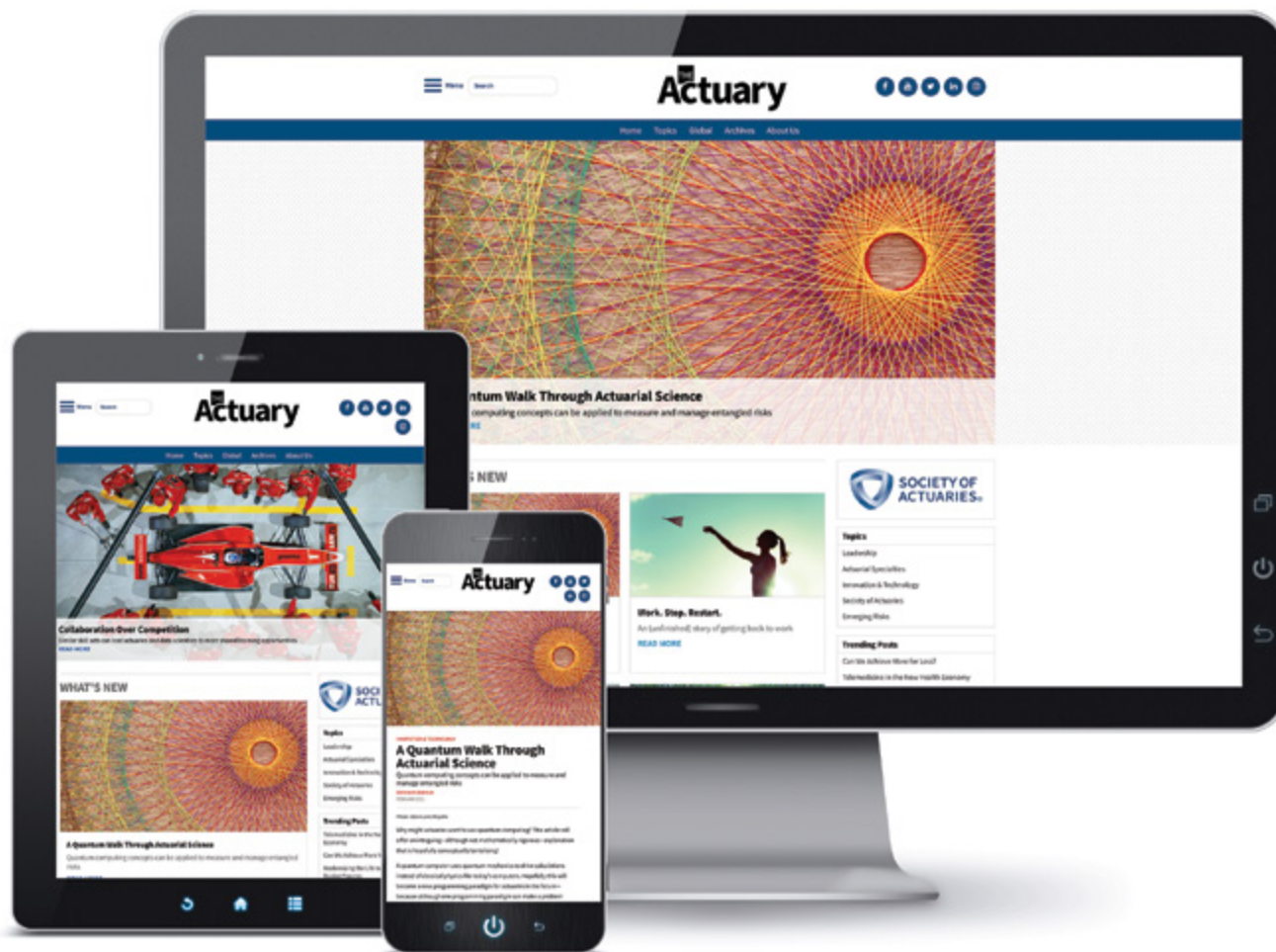
WELCOME



Welcome to the 2021 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 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 ...

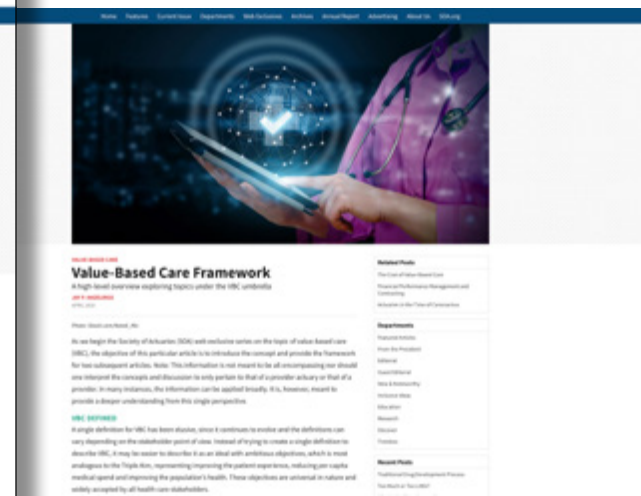
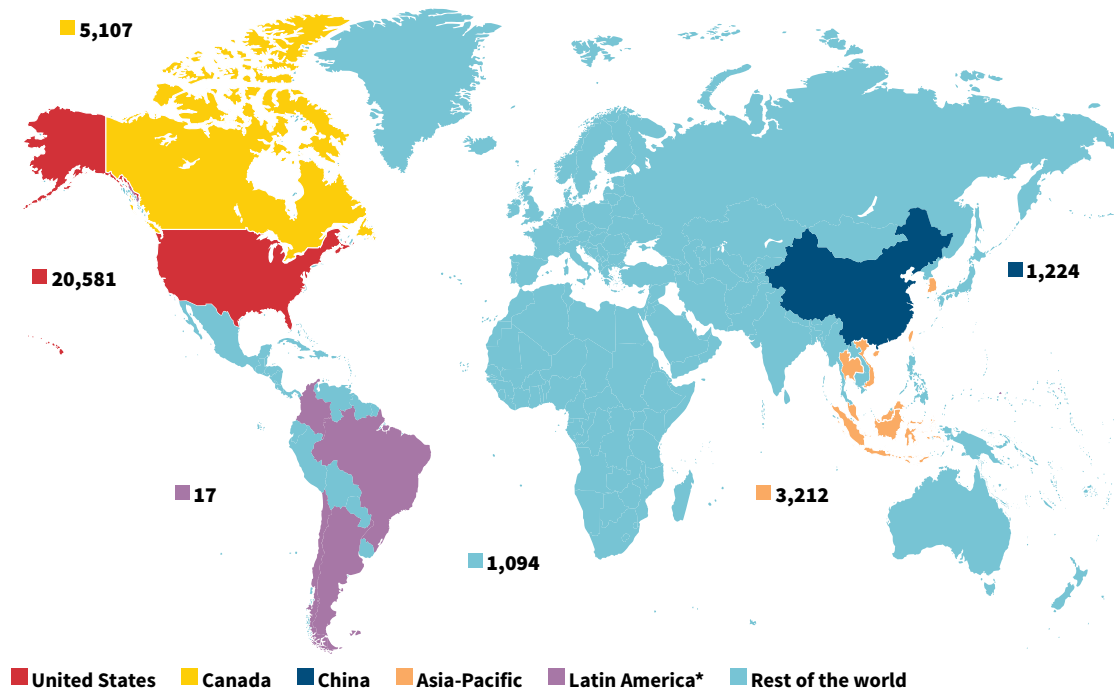
Don't Pass on This Chance

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3 | 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

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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 AD OPPORTUNITIES & RATES

THEACTUARYMAGAZINE.ORG

More advertising opportunities than ever are now available on *TheActuaryMagazine.org*. Ad opportunities include:

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

THEACTUARYMAGAZINE.ORG AD RATES

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

POSITION	MONTHLY RATE
Top leaderboard banner ad	\$975
Bottom leaderboard banner ad	\$780
Top/bottom medium rectangle banner ad	\$875
Self-hosted video	\$1,250
Sponsored content	\$3,000
White paper posting	\$1,500
Interactive poll	\$985

Reach Out Now

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

Jason Hiquet,
FSA, CERA

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)

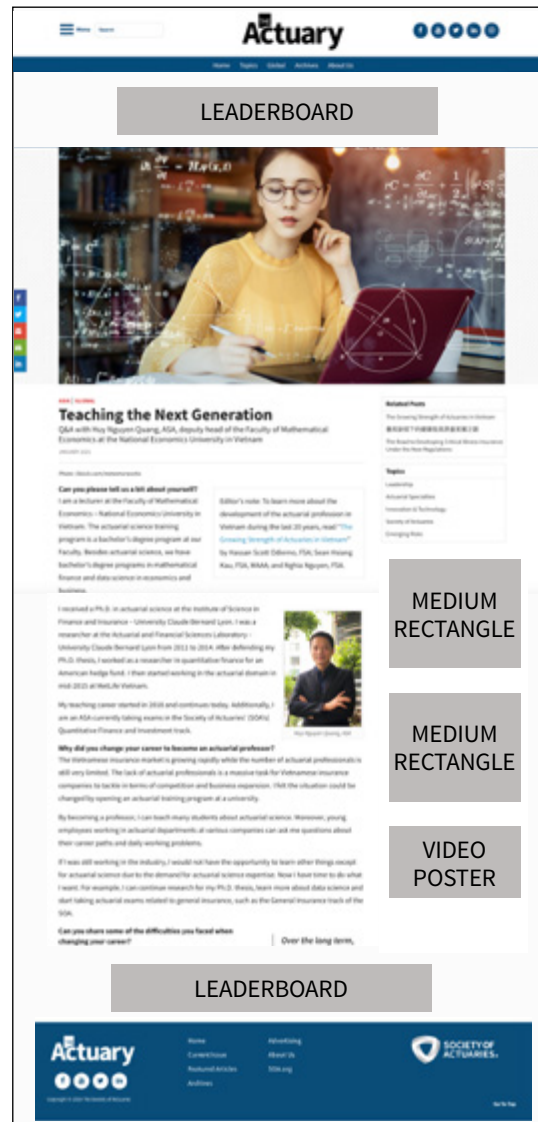
All ad sizes listed must be supplied per ad space.

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 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 mjmrsvica@mrsvica.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.

Any Questions?

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E-NEWS AD SPECS, RATES & REQUIREMENTS

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.

Advertise Today

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THE ACTUARY E-NEWSLETTER AD RATES

There are three available ad positions per monthly e-newsletter.

	MONTHLY RATE
North America banner	\$1,350
Asia banner	\$975

THE ACTUARY E-NEWSLETTER AD SPECS

AD SIZE	BANNER
Dimensions	468 px X 60 px

ACCEPTABLE FILE FORMAT

- » All web images must be 72 dpi
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