THE WORLD’S LARGEST ACTUARIAL PROFESSIONAL ORGANIZATION

REACH NEARLY 55,000 SOA MEMBERS AND CANDIDATES

Rolande S. Mbatchou, ASA, MAAA

2021 MEDIA KIT
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
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

Contact Michael J. Mrvica  
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Email: mjmrvica@mrvica.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 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.

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**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

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Patrick Getzen, FSA, MAAA
# EDITORIAL CALENDAR & MATERIAL DEADLINES

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

<table>
<thead>
<tr>
<th>JANUARY 2021</th>
<th>MAY 2021</th>
<th>AUGUST 2021</th>
<th>SEPTEMBER 2021</th>
<th>OCTOBER 2021</th>
<th>NOVEMBER 2021</th>
<th>DECEMBER 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Regulatory Matters</strong></td>
<td><strong>The Changing Face of Leadership and Communication</strong></td>
<td><strong>Collaboration With Neighboring Professions</strong></td>
<td><strong>Actuaries and Career Moves</strong></td>
<td><strong>Health Care Reform Policies and Proposals</strong></td>
<td><strong>Professionalism in an Evolving World</strong></td>
<td><strong>Regulatory Issues—Lessons Learned; Moving Forward</strong></td>
</tr>
<tr>
<td><strong>FEBRUARY 2021</strong></td>
<td><strong>Advancements in Technology</strong></td>
<td><strong>JUNE 2021</strong></td>
<td><strong>JULY 2021</strong></td>
<td><strong>AUGUST 2021</strong></td>
<td><strong>SEPTEMBER 2021</strong></td>
<td><strong>OCTOBER 2021</strong></td>
</tr>
<tr>
<td><strong>MARCH 2021</strong></td>
<td><strong>Climate Change and Actuarial Involvement</strong></td>
<td><strong>JUNE 2021</strong></td>
<td><strong>JULY 2021</strong></td>
<td><strong>SEPTEMBER 2021</strong></td>
<td><strong>OCTOBER 2021</strong></td>
<td><strong>NOVEMBER 2021</strong></td>
</tr>
<tr>
<td><strong>APRIL 2021</strong></td>
<td><strong>Diversity, Inclusion and Equity</strong></td>
<td><strong>JUNE 2021</strong></td>
<td><strong>JULY 2021</strong></td>
<td><strong>SEPTEMBER 2021</strong></td>
<td><strong>OCTOBER 2021</strong></td>
<td><strong>NOVEMBER 2021</strong></td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>POSITION</th>
<th>MONTHLY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top leaderboard banner ad</td>
<td>$975</td>
</tr>
<tr>
<td>Bottom leaderboard banner ad</td>
<td>$780</td>
</tr>
<tr>
<td>Top/bottom medium rectangle banner ad</td>
<td>$875</td>
</tr>
<tr>
<td>Self-hosted video</td>
<td>$1,250</td>
</tr>
<tr>
<td>Sponsored content</td>
<td>$3,000</td>
</tr>
<tr>
<td>White paper posting</td>
<td>$1,500</td>
</tr>
<tr>
<td>Interactive poll</td>
<td>$985</td>
</tr>
</tbody>
</table>

Reach Out Now
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TheActuary.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.

Jason Hiquet,
FSA, CERA
### 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 (desktop)</td>
<td>300 x 250 px (desktop, tablet and mobile)</td>
</tr>
<tr>
<td></td>
<td>468 x 60 px (tablet)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>320 x 50 px (mobile)</td>
<td></td>
</tr>
</tbody>
</table>

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/704679 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: 72 ppi
- 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 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 website ads must be submitted five business days prior to the intended start date and are subject to approval.
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.

<table>
<thead>
<tr>
<th></th>
<th>MONTHLY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America banner</td>
<td>$1,350</td>
</tr>
<tr>
<td>Asia banner</td>
<td>$975</td>
</tr>
</tbody>
</table>

THE ACTUARY E-NEWSLETTER AD SPECS

<table>
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<tr>
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<tr>
<td>Dimensions</td>
<td>468 px X 60 px</td>
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SUBMITTING AD MATERIALS
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