

# actuarialREVIEW

Published by the Casualty Actuarial Society

2026

## Media Kit

Your direct link to the world's leading property and casualty actuaries



## ● Actuarial Review Advantage

Building on a long tradition of serving the world's leading property and casualty actuaries, the bimonthly *Actuarial Review* magazine has served members of the Casualty Actuarial Society (CAS) for more than 40 years.

*Actuarial Review* is the only magazine focused solely on property and casualty executives and actuaries.

CAS members work for insurance and reinsurance companies and brokers, consulting firms, state insurance departments, educational institutions and other organizations serving the financial services industry.

***Actuarial Review* is delivered to almost 13,000 insurance professionals, including CAS members and actuarial professionals working towards membership.**

The nature of actuarial training and education gives CAS members broad expertise in insurance and provides exposure to all areas of the industry. Nearly 40% of CAS members are senior-level executives, many of whom have moved beyond purely actuarial positions and hold positions throughout the financial services industry, including the executive suites. Other CAS members hold a wide range of actuarial positions.

Many senior actuaries make or strongly influence purchase decisions for their companies and most CAS members are keenly involved in the products and services their companies use.

*Actuarial Review* has garnered readers' praise for the publication's layout and structure. The actuarial community knows that they can turn to the *Actuarial Review* for award-winning editorial content, the latest information and news in the field, and fresh perspectives from CAS leadership.



## ● 2026 Actuarial Review Editorial Calendar

*Actuarial Review* magazine continually tracks emerging trends and issues in the world of property and casualty insurance and provides in-depth analysis, new ideas, best practices and knowledge essential to the actuaries in this field.

Each issue is focused on a major theme relevant to property and casualty actuarial practice.

Issue	Theme*	CAS Exhibit Booth Bonus Distribution
Jan/Feb 2026	Actuaries in the Age of Artificial General Intelligence Annual Meeting Recap	
Mar/Apr 2026	Flood Private Market Volunteer Awards	Ratemaking, Product and Modeling Seminar
May/Jun 2026	Cyberinsurance Data Visualization RPM Seminar Recap	Spring Meeting, Reinsurance Seminar
July/Aug 2026	Residual Plan Reinsurance Seminar Recap Spring Meeting Recap CAS Elections — Meet the Candidates	
Sept/Oct 2026	Nuclear Insurance	Casualty Loss Reserve Seminar
Nov/Dec 2026	CAS Research News Volunteer/Committee Profiles & Achievements CLRS Recap	CAS Annual Meeting (possible virtual and hybrid)

\*Themes are subject to change.

## ● Actuarial Review Print Advertising Opportunities

Actuarial Review magazine offers two sizes of print advertisements — full page and half page. Sample ad placements are shown to the right. Details on rates and ad specifications are shown later in this media kit.



## ● Actuarial Review Digital Advertising Opportunities

The online version of Actuarial Review (which includes current articles and all archived articles) offers three prominent ad positions opposite every single online article. It is impossible to view an article and not see these ads, which receive 10,000 views per month. These ads are in high demand and are available on a first-come, first-served basis when a position becomes available.



## ● Actuarial Review Two-Page Advertorial Opportunities

Position and promote your company as a thought leader in the actuarial profession with a two-page advertorial on a critical topic in the profession. You can tie it into an issue theme such as artificial intelligence. Your advertorial will be labeled "SPONSORED CONTENT" and will appear among the mix of articles on the Actuarial Review website in addition to appearing in the print issue and online PDF of the issue. The one-time rate for an advertorial is \$5,392, and any CAS Partner discount can be deducted from that. See the advertising rate chart for additional frequency discounts.

## ● Actuarial Review Newsletter Advertising Opportunities

Each time Actuarial Review magazine is published, the digital edition of the magazine is highlighted and sent in the Actuarial Review newsletter to 17,000 readers. The average issue is opened by 72% of recipients who generate an average of 1,000 clicks per issue. All of them will see the banner ad at the top of the newsletter, which sells for a one-time rate of \$3,995.



## ● CAS Society Partner Program Discounts

If your company participates in the CAS Society Partners Program, you will receive a discount on ad rates according to the following schedule:

Executive Partner (25% discount)

Premier Partner (20% discount)

Supporting Partner (15% discount)

For more information about this program, contact Sharon Burns at [sburns@casact.org](mailto:sburns@casact.org).

## ● 2026 Actuarial Review Advertising Contract

Print Ad Rates	1X	3X	6X
Two-page Advertorial	\$5,392	\$4,997	\$4,759
Back Cover	\$3,919	\$3,634	\$3,461
Inside Front Cover, Opp. Inside Front Cover, Inside Back Cover	\$3,741	\$3,461	\$3,197
Opposite TOC, Editor's Note or President's Message	\$3,634	\$3,359	\$3,074
Full Page	\$3,370	\$3,018	\$2,800
Half Page	\$2,352	\$2,138	\$1,909

### 2026 Actuarial Review Print Edition Ads

Jan/Feb — Ad Sales Close Nov 21;  
Ad Copy Due Dec 3

Mar/April — Ad Sales Close Jan 16;  
Ad Copy Due Jan 30

May/June — Ad Sales Close Mar 20;  
Ad Copy Due Mar 31

July/Aug — Ad Sales Close May 15;  
Ad Copy Due May 29

Sept/Oct — Ad Sales Close July 17;  
Ad Copy Due July 31

Nov/Dec - Ad Sales Close Sept 18;  
Ad Copy Due Sept 30

Digital Ads	Digital Ad Rates
Digital ad on every <i>Actuarial Review</i> article for two months Available in two-month placements with due dates shown below	\$5,345
Banner ad in <i>Actuarial Review</i> newsletter	\$3,995

### 2026 Digital Edition Ads for Actuarial Review

Jan/Feb — Ad Sales Close Dec 12;  
Ad Copy Due Dec 19

Mar/April — Ad Sales Close Feb 13;  
Ad Copy Due Feb 20

May/June — Ad Sales Close Apr 17;  
Ad Copy Due Apr 24

July/Aug — Ad Sales Close June 12;  
Ad Copy Due June 18

Sept/Oct — Ad Sales Close Aug 14;  
Ad Copy Due Aug 21

Nov/Dec - Ad Sales Close Oct 16;  
Ad Copy Due Oct 23

### 2026 Actuarial Review Newsletter Ads

Jan/Feb — Ad Sales Close Dec 12;  
Ad Copy Due Dec 19

Mar/April — Ad Sales Close Feb 13;  
Ad Copy Due Feb 20

May/June — Ad Sales Close Apr 17;  
Ad Copy Due Apr 24

July/Aug — Ad Sales Close June 12;  
Ad Copy Due June 18

Sept/Oct — Ad Sales Close Aug 14;  
Ad Copy Due Aug 21

Nov/Dec - Ad Sales Close Oct 16;  
Ad Copy Due Oct 23

Please select your ad rate in the charts above and select the issues/timeslots where your ad(s) will appear.

## ADVERTISER INFORMATION

Contact Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_

## PAYMENT

Total Payment Amount \$ \_\_\_\_\_

Select how payment will be submitted

CAS Partners Funds

Request Invoice  
(if paying with card or check)

Wire Transfer

## Terms and Conditions

1. Payment for advertising, whether in print or online, is due no more than 30 days from date of invoice.
2. You will not necessarily be reminded of issue deadlines.
3. Frequency discounts apply to ads run in a continuous, 6 - 12-month period. Frequency must be ordered with first insertion. Advertisers will be short rated if, within a 6 - 12-month period from the date of their first insertions, they have not used the amount of space upon which their billings have been based.
4. Ad changes are the sole responsibility of the advertiser. *Actuarial Review* does not provide ad production services or editing of existing ad materials. Ad changes submitted after the ad copy due dates are not guaranteed by *Actuarial Review*.
5. All ads are subject to approval by CAS.
6. Premium positions may not be available if purchased earlier by other advertisers.
7. Cancellations for non-cover advertisements must be received in writing 15 days before space closing. Cancellations received within 15 days before the closing date will be reimbursed in full. Neither the advertiser nor its agency may cancel insertion orders for advertising after the ad sales closing date.
8. Advertisers that are not CAS Partners must pay in full by the ad placement deadline for the issue.
9. No refunds will be issued for ads not running due to late artwork, submissions or cancellations after closing date.

**Please email this form to AI Rickard at [arickard@assocvision.com](mailto:arickard@assocvision.com).**

**Questions? Call AI Rickard at 703-402-9713.**

## ● Actuarial Review Material Specifications

### Actuarial Review Print Ad Sizes (in inches)

Trim Size: W 8.25" H 10.875"

Ad Size	Width	Height
Full Page (Bleed)	8.5"	11.125"
Full Page (Non-Bleed)	7.25"	9.875"
Half Horizontal	6.75"	4.625"

All ads should be supplied as PDF files with crop and bleed marks included. All PDFs must have fonts 100 percent embedded and must be created from original files that contain no spot colors or RGB images.

Ads should be created ONLY in Adobe InDesign, Adobe Illustrator or Adobe PhotoShop. All images should be in JPG, PNG, or TIFF format and at least 300 dpi (with the exception of vector images) at the size the image is to be used. All colors must be CMYK; no RGB or PMS spot colors. All logos should be in vector format with all text converted to outline.

Ad changes are the sole responsibility of the advertiser. *Actuarial Review* does not provide ad production services or editing of existing ad materials. Ad changes submitted after the materials due date are not guaranteed by *Actuarial Review*.

### Actuarial Review Digital Ad Sizes

Ad Size	Width	Height
Ads in Digital Edition of <i>Actuarial Review</i>	500 pixels	416 pixels
Banner ad in <i>Actuarial Review</i> newsletter	728 pixels	90 pixels

All ads should be supplied as JPEG, TIFF, PNG, or EPS files in RGB color format.

#### Storing of Materials

*Actuarial Review* will retain ads submitted electronically for one year for pickup purposes as needed.

#### Submission Instructions

Advertising materials of 15 MB or less should be emailed to Al Rickard at [arickard@assocvision.com](mailto:arickard@assocvision.com). For materials larger than 15 MB, contact Al Rickard at 703-402-9713 for upload instructions.

#### Advertising Materials Contact

Al Rickard  
 President, Association Vision  
 703-402-9713  
 FAX 703-783-5501  
[arickard@assocvision.com](mailto:arickard@assocvision.com)