Published by **Casualty Actuarial Society**

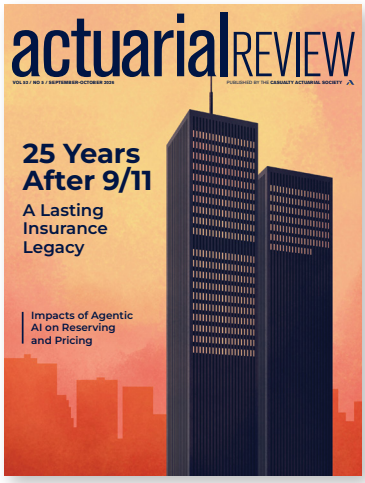
Actuarial REVIEW

2027 Media Kit

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









CAS

Actuarial Review Advantage

Reach the experts shaping the future of risk. Connect your brand with the decision-makers, innovators, and industry leaders driving property and casualty (P&C) insurance forward. For more than 40 years, *Actuarial Review*, the bimonthly magazine of the Casualty Actuarial Society (CAS), has been a trusted source of insight, industry news, and thought leadership for the global P&C actuarial community. With editorial content and perspectives on the forces transforming insurance, *Actuarial Review* connects advertisers with a highly specialized and influential professional audience.

Reaching nearly 14,000 insurance professionals, including CAS members and candidates pursuing CAS credentials, *Actuarial Review* offers direct access to experts working across insurance and reinsurance companies, brokerage firms, consulting organizations, regulatory agencies, academic institutions, and the broader financial services industry.

CAS members bring specialized technical expertise, strategic insight, and professional judgment to some of the industry's most complex challenges. Nearly 40% hold senior-level executive positions, with many serving in leadership roles extending well beyond traditional actuarial functions. From the executive suite to specialized actuarial teams, these professionals help shape business strategy, evaluate emerging technologies, and influence purchasing decisions across their organizations.

As the profession evolves, *Actuarial Review* delivers timely perspectives on emerging risks, innovation, artificial intelligence, climate resilience, and the issues redefining the insurance landscape. Its engaging design, respected editorial voice, and trusted connection to CAS leadership make it a valued resource for professionals navigating a rapidly changing industry.

Advertising in *Actuarial Review* puts your brand in front of the people whose expertise, influence, and decisions are shaping the future of P&C insurance.

Actuarial REVIEW

2027 *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 contains topics relevant to property and casualty actuarial practice.

Month	Topics
January/February	Cyber insurance, economics of insurance, tort reform, Annual Meeting coverage
March/April	Insurance affordability, insurance in China
May/June	AI guardrails, injustice in insurance, RPM coverage
July/August	Changes in hurricanes and wildfire
September/October	Actuarial judgment, Reinsurance Meeting coverage, Spring Meeting coverage
November/December	Focus on research, volunteerism, Casualty Loss Reserve Seminar coverage

Topics subject to change.

Actuarial Review Advertising Opportunities

Actuarial Review magazine is a fully integrated print/digital magazine that maximizes exposure for editorial content and advertisements and lets readers enjoy the magazine in their preferred format. All ads are full pages (except for two-page advertorials) and appear in both the print and digital editions.

Actuarial Review two-page advertorial opportunities

Position and promote your company as a thought leader in the actuarial profession with a two-page advertorial about 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 in print and online.



View the *Actuarial Review* digital format

Visit https://digital.casact.org/issue/july-august-2026/ to view a recent online issue. In addition to the innovative digital format, readers can easily download a PDF that replicates the print edition. The digital edition offers six levels of reader engagement, as shown at https://digital.casact.org/digital-media-kit/.

Actuarial Review magazine ad rates

The advertising rates for the six levels of reader engagement in the digital edition are listed in the chart below, including frequency discounts.

Premium positions in the print edition are available, which also receive premium exposure in the digital edition. Premium rates (shown as percentages above the rates in the rate chart below) and placements include:

- **Back Cover:** 20% premium rate (ad appears at the top of the digital edition)
- **Inside Front Cover:** 15% premium rate (ad appears in the second position of the digital edition)
- **Opposite Inside Front Cover:** 15% premium rate (ad appears in the third position of the digital edition)
- **Inside Back Cover:** 15% premium rate (ad appears in the fourth position of the digital edition)
- **Opposite the Table of Contents, Editor's Note, or President's Message:** 10% premium rate (ad appears between the fifth and seventh position of the digital edition

2027 *Actuarial Review* Magazine Ad Rates	1X	3X	6X
Print Ad As-is	$3,500	$3,000	$2,500
Standard Responsive Ad	$4,000	$3,500	$3,000
Responsive Ad With Animation	$4,500	$4,000	$3,500
Responsive Ad With Video	$5,000	$4,500	$4,000
Two-Page Advertorial (Standard Responsive Content)	$6,000	$5,250	$4,500
Sponsored Edition Wrapper (Including a Standard Responsive Ad)	$8,000	$7,250	$6,500

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 those opening the newsletter will see the three banner ads at the top, middle, and bottom of the newsletter. The advertising rates for three types of banner ads in the digital newsletter are listed below, including frequency discounts.

2027 *Actuarial Review* Newsletter Ad Rates	1X	3X	6X
***Actuarial Review* Newsletter Top Banner**	$4,000	$3,500	$3,000
***Actuarial Review* Newsletter Middle Banner**	$3,000	$2,500	$2,000
***Actuarial Review* Newsletter Bottom Banner**	$2,500	$2,000	$1,500

CAS Society Partner Program Discounts

If your company participates in the top two tiers of the CAS Society Partners Program, you will receive the following discounts on ad rates:

- **Executive Partner** (20% discount)
- **Premier Partner** (10% discount)

For more information about this program, contact Mike Boa at mboa@casact.org.

2027 *Actuarial Review* Magazine Advertising Contract

2027 *Actuarial Review* Magazine Ad Rates	1X	3X	6X
Print Ad As-is	☐ $3,500	☐ $3,000	☐ $2,500
Standard Responsive Ad	☐ $4,000	☐ $3,500	☐ $3,000
Responsive Ad With Animation	☐ $4,500	☐ $4,000	☐ $3,500
Responsive Ad With Video	☐ $5,000	☐ $4,500	☐ $4,000
Two-Page Advertorial (Standard Responsive Content)	☐ $6,000	☐ $5,250	☐ $4,500
Sponsored Edition Wrapper (Including a Standard Responsive Ad)	☐ $8,000	☐ $7,250	☐ $6,500

Premium Position Upgrade for *Actuarial Review* Magazine

- ☐ **Back Cover:** 20% premium rate (ad appears at the top of the digital edition)
- ☐ **Inside Front Cover:** 15% premium rate (ad appears in the second position of the digital edition)
- ☐ **Opposite Inside Front Cover:** 15% premium rate (ad appears in the third position of the digital edition)
- ☐ **Inside Back Cover:** 15% premium rate (ad appears in the fourth position of the digital edition)
- ☐ **Opposite the Table of Contents, Editor's Note, or President's Message:** 10% premium rate (ad appears between the fifth and seventh position of the digital edition)

Issue Selection and Deadlines

Magazine Issue	Ad Sales Deadline	Ad Material Deadline
☐ **January/February 2027**	November 30, 2026	December 7, 2026
☐ **March/April 2027**	January 22, 2027	February 1, 2027
☐ **May/June 2027**	March 26, 2027	April 5, 2027
☐ **July/August 2027**	May 28, 2027	June 7, 2027
☐ **September/October 2027**	July 23, 2027	August 2, 2027
☐ **November/December 2027**	September 24, 2027	October 4, 2027

2027 *Actuarial Review* Newsletter Ad Rates	1X	3X	6X
Actuarial Review **Newsletter Top Banner**	☐ $4,000	☐ $3,500	☐ $3,000
Actuarial Review **Newsletter Middle Banner**	☐ $3,000	☐ $2,500	☐ $2,000
Actuarial Review **Newsletter Bottom Banner**	☐ $2,500	☐ $2,000	☐ $1,500

Newsletter Issue	Ad Sales Deadline	Ad Material Deadline
☐ **January/February 2027**	December 4, 2026	December 14, 2026
☐ **March/April 2027**	February 5, 2027	February 15, 2027
☐ **May/June 2027**	April 2, 2027	April 12, 2027
☐ **July/August 2027**	June 4, 2027	June 14, 2027
☐ **September/October 2027**	August 6, 2027	August 16, 2027
☐ **November/December 2027**	October 1, 2027	October 11, 2027

Special Instructions

Advertiser Information

Contact Name_____

Company_____

Address _____

Phone _____ Email _____

Signature _____

Payment

Total Fee for Ads Selected $ _____

CAS Partner Discount
(if applicable; 20% for Executive Partners and 10% for Premier Partners $ _____

Total Payment Amount $ _____

Select how payment will be submitted

☐ CAS Partners Funds

☐ Request Invoice
(if paying with credit card, check, or ACH 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 Al Rickard at arickard@associationvision.com.
Questions? Call Al 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”

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 *Actuarial Review*	500 pixels	416 pixels
Banner ad in *Actuarial Review* newsletter	728 pixels	90 pixels

All digital 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@associationvision.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
arickard@associationvision.com