

MILLS ANDREW G  
Form 4  
March 08, 2012

# FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
MILLS ANDREW G

(Last) (First) (Middle)

C/O VERISK ANALYTICS,  
INC., 545 WASHINGTON  
BOULEVARD

(Street)

JERSEY CITY, NJ 07310

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
Verisk Analytics, Inc. [VRSK]

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/07/2012

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)	
				(A) or (D)	Price			
				Code	V	Amount		
Class A Common Stock	03/07/2012		M	37,500	A	\$ 2.54	37,500	D
Class A Common Stock	03/07/2012		M	34,750	A	\$ 2.88	72,250	D
Class A Common Stock	03/07/2012		M	43,650	A	\$ 2.96	115,900	D
Class A Common Stock	03/07/2012		M	75,000	A	\$ 4.8	190,900	D

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Common  
Stock

Class A

Common 03/07/2012 M 26,500 A \$ 4.8 217,400 D  
Stock

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Stock Option <u>(1)</u>	\$ 2.54	03/07/2012		M	37,500	<u>(2)</u> 01/01/2013	Class A Common Stock	37,500
Stock Option <u>(1)</u>	\$ 2.88	03/07/2012		M	34,750	<u>(2)</u> 01/31/2013	Class A Common Stock	34,750
Stock Option <u>(1)</u>	\$ 2.96	03/07/2012		M	43,650	<u>(2)</u> 07/01/2013	Class A Common Stock	43,650
Stock Option <u>(1)</u>	\$ 4.8	03/07/2012		M	75,000	<u>(2)</u> 06/16/2014	Class A Common Stock	75,000
Stock Option <u>(1)</u>	\$ 4.8	03/07/2012		M	26,500	<u>(2)</u> 07/01/2014	Class A Common Stock	26,500

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

MILLS ANDREW G  
C/O VERISK ANALYTICS, INC.  
545 WASHINGTON BOULEVARD  
JERSEY CITY, NJ 07310

X

## Signatures

/s/ Kenneth E. Thompson,  
Attorney-in-Fact

03/08/2012

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
  - \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Stock Options outstanding under the Issuer's 1996 Incentive Plan.
  - (2) Immediately.

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