

Verisk Analytics, Inc.
Form FWP
September 05, 2012

Free Writing Prospectus

Filed pursuant to Rule 433 under the Securities Act

(To the Preliminary Prospectus Supplement dated September 5, 2012)

Registration Statement No. 333-173135

Pricing Term Sheet

Verisk Analytics, Inc.

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|-----------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| Issuer: | Verisk Analytics, Inc. |
| Ticker: | VRSK |
| Expected Ratings*: | Ba1/BBB-/A- |
| Size: | \$350,000,000 |
| Maturity: | September 12, 2022 |
| Coupon: | 4.125% |
| Public Offering Price: | 99.207% of face amount |
| Yield to maturity: | 4.223% |
| Spread to Benchmark Treasury: | T + 262.5 basis points |
| Benchmark Treasury: | 1.625% due August 15, 2022 |
| Benchmark Treasury Price / Yield: | 100-08 / 1.598% |
| Interest Payment Dates: | March 12 th and September 12 th , commencing March 12 th , 2013 |
| Redemption Provisions: | |
| Make-whole call | At any time at a discount rate of Treasury plus 40 basis points |
| Settlement: | T+5; September 12, 2012 |
| Denominations: | \$2,000 and any integral multiple of \$1,000 above that amount |
| CUSIP / ISIN: | 92345YAC0 / US92345YAC03 |
| Joint Book-Running Managers: | J.P. Morgan Securities LLC Merrill Lynch, Pierce, Fenner & Smith Incorporated Wells Fargo Securities, LLC |
| Lead Manager: | SunTrust Robinson Humphrey, Inc. |
| Co-Managers: | TD Securities (USA) LLC |

The Williams Capital Group, L.P.

*Note: A securities rating is not a recommendation to buy, sell or hold securities and may be subject to revision or withdrawal at any time.

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The issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at www.sec.gov. Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by contacting J.P. Morgan Securities LLC (call collect at 1-212-834-4533), Merrill Lynch, Pierce, Fenner & Smith Incorporated (call 1-800-294-1322, or e-mail dg.prospectus_requests@baml.com) or Wells Fargo Securities, LLC

(call 1-800-326-5897, or e-mail: cmclientsupport@wellsfargo.com).