

MILLS ANDREW G
Form 4
December 14, 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

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
12/12/2012

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

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

(Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person
 Form filed by More than One Reporting Person

JERSEY CITY, NJ 07310

(City) (State) (Zip)

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 Indirect Beneficial Ownership (Instr. 4)	
				(A) or (D)	Price			
				Code	V	Amount		
Class A Common Stock	12/12/2012		M	16,500	A	\$ 8.9	98,900	D
Class A Common Stock	12/12/2012		M	10,250	A	\$ 12.84	109,150	D
Class A Common Stock	12/12/2012		M	10,200	A	\$ 16.72	119,350	D
Class A Common Stock	12/12/2012		M	26,050	A	\$	145,400	D

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Common Stock						16.72		
Class A Common Stock	12/12/2012		M	11,200	A	\$ 17.84	156,600	D
Class A Common Stock	12/12/2012		M	27,950	A	\$ 17.84	184,550	D
Class A Common Stock	12/12/2012		M	21,750	A	\$ 17.78	206,300	D
Class A Common Stock	12/12/2012		M	8,700	A	\$ 17.78	215,000	D
Class A Common Stock	12/12/2012		M	11,046	A	\$ 22	226,046	D
Class A Common Stock	12/12/2012		S	67,908	D	\$ 49.65 <u>(1)</u>	158,138	D

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

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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>(2)</u>	\$ 8.9	12/12/2012		M	16,500	<u>(3)</u> 07/01/2015	Class A Common Stock	16,500
Stock Option <u>(2)</u>	\$ 12.84	12/12/2012		M	10,250	<u>(3)</u> 07/01/2016	Class A Common Stock	10,250

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Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.
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