CIALDELLA VINCENT

Form 4

December 10, 2012

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB APPROVAL OMB

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Check this box

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

1(b).

Class A Common

Stock Class A

Stock

Common

12/10/2012

12/10/2012

(Print or Type Responses)

1. Name and A	g Person *	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 Ti	ransaction				
			(Month/D	ay/Year)		Director		Owner	
C/O VERIS	5,	12/10/2	012		_X_ Officer (give title Other (specify below)				
INC., 545 V	WASHINGTON					· · · · · · · · · · · · · · · · · · ·	SVP - AISG		
BOULEVA	RD						71150		
		4 If Ame	ndment Da	nte Original	6. Individual or Joint/Group Filing(Check				
			nth/Day/Year	e e e e e e e e e e e e e e e e e e e	1 0,				
			T-HEU(MOI	itii/Day/10ai)	Applicable Line) _X_ Form filed by	One Reporting Per	rson	
IEDCEV C	ITY, NJ 07310						More than One Re		
JEKSET C	11 1, NJ 0/510					Person			
(City)	(State)	(Zip)	Tabl	e I - Non-E	Derivative Securities Acq	quired, Disposed o	f, or Beneficial	ly Owned	
1.Title of	2. Transaction Da	te 2A. Deem	ed	3.	4. Securities Acquired	5. Amount of	6.	7. Nature of	
Security	(Month/Day/Year) Execution	Date, if	Transactio	on(A) or Disposed of (D)	Securities	Ownership	Indirect	
(Instr. 3)		any		Code	(Instr. 3, 4 and 5)	Beneficially	Form: Direct	Beneficial	
		(Month/D	ay/Year)	(Instr. 8)		Owned	(D) or	Ownership	
						Following	Indirect (I)	(Instr. 4)	
					(A)	Reported	(Instr. 4)		
					(11)	Transaction(s)			

Code V Amount

30,000

35,000 D

M

S

or

(D)

Α

Price

\$

(1)

49.47

\$ 16.1 100,908

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control

65,908

(Instr. 3 and 4)

D

D

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number.

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)	Code Securities		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option	\$ 16.1	12/10/2012		M	30,000	(3)	04/01/2019	Class A Common Stock	30,000

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

CIALDELLA VINCENT C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310

SVP - AISG

Signatures

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

12/10/2012 Date

**Signature of Reporting Person

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).
- This sale price is a weighted average sale price that represents the sale of these shares of Class A Common Stock at prices ranging from \$48.96 to \$49.91, inclusive. The reporting person undertakes to provide upon request by the SEC staff, the Issuer or any security holder of
- the Issuer, full information regarding the number of shares of Class A Common Stock sold at each separate price within the ranges set forth in this footnote (1).
- (2) Stock Options outstanding under the Issuer's 1996 Incentive Plan.
- (3) Immediately.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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