

ROTHKOPF ARTHUR J  
Form 4  
March 06, 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 \*  
ROTHKOPF ARTHUR J

(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)  
03/05/2012

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Class A Common Stock	03/05/2012		M	20,852 A \$ 17.78	206,602	I	Through trust <sup>(1)</sup>
Class A Common Stock	03/05/2012		M	7,364 A \$ 22	213,966	I	Through trust <sup>(1)</sup>
Class A Common Stock	03/05/2012		M	16,574 A \$ 30.2	230,540	I	Through trust <sup>(1)</sup>
Class A Common Stock	03/05/2012		M	2,510 A \$	233,050	I	Through

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Common Stock					34.91			trust <sup>(1)</sup>	
Class A Common Stock	03/05/2012		S	47,300	D	\$ 43.36	185,750	I	Through trust <sup>(1)</sup>

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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option <sup>(3)</sup>	\$ 17.78	03/05/2012		M	20,852	07/10/2010	07/01/2019	Class A Common Stock	20,852
Stock Option <sup>(3)</sup>	\$ 22	03/05/2012		M	7,364	<sup>(4)</sup>	10/06/2019	Class A Common Stock	7,364
Stock Option <sup>(3)</sup>	\$ 30.2	03/05/2012		M	13,812	07/01/2011	07/01/2020	Class A Common Stock	13,812
Stock Option <sup>(3)</sup>	\$ 30.2	03/05/2012		M	2,762	07/01/2010	07/01/2020	Class A Common Stock	2,762
Stock Option <sup>(3)</sup>	\$ 34.91	03/05/2012		M	2,510	07/01/2011	07/01/2021	Class A Common Stock	2,510

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

ROTHKOPF ARTHUR J  
C/O VERISK ANALYTICS, INC.  
545 WASHINGTON BOULEVARD  
JERSEY CITY, NJ 07310

X

## Signatures

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

03/06/2012

\_\_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) These shares of Class A Common Stock are owned by the Arthur J. Rothkopf Revocable Trust, of which Mr. Rothkopf is one of the trustees. Mr. Rothkopf disclaims beneficial ownership of any shares beneficially owned by the trust except to the extent of his pecuniary interest therein.

(2) 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 \$43.25 to \$43.47, 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 (2).

(3) Stock Options outstanding under the Issuer's 2009 Equity Incentive Plan.

(4) The option, representing a right to purchase a total of 14,728 shares of Class A Common Stock, is exercisable in four equal annual installments beginning on October 6, 2010.

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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