

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.**

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 <sup>th</sup> and September 12 <sup>th</sup> , commencing March 12 <sup>th</sup> , 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 SunTrust Robinson Humphrey, Inc. TD Securities (USA) LLC
Lead Manager:	
Co-Managers:	

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](http://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](mailto:dg.prospectus_requests@baml.com)) or Wells Fargo Securities, LLC

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