

Verisk Analytics, Inc.  
Form 4  
July 22, 2013

**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 \*  
Coyne Frank J

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)  
07/22/2013

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            | 07/22/2013                           |  | M                              | 100,000   | A   | \$ 22  | 329,006   | D                            |
| Class A Common Stock            | 07/22/2013                           |  | S                              | 100,000   | D   | \$ 61.86   | 229,006   | D                            |
| Class A Common Stock            |                                      |  |                                |   |   |  | 106,644   | I                            |
| Class A Common Stock            |                                      |  |                                |   |   |  | 106,644   | I                            |
|                                 |                                      |  |                                |   |   |  |   | Through trust <sup>(2)</sup> |
|                                 |                                      |  |                                |   |   |  |   | Through                      |



## Edgar Filing: Verisk Analytics, Inc. - Form 4

- (3) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 5.
- (4) Stock Options outstanding under the Issuer's 2009 Equity Incentive Plan.
- (5) 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.