

Verisk Analytics, Inc.  
Form FWP  
December 01, 2011

**Free Writing Prospectus**

**(To the Preliminary  
Prospectus Supplement  
dated March 29, 2011)**

**Filed pursuant to Rule  
433 under the Securities  
Act**

**Registration Statement  
No. 333-173135**

Pricing Term Sheet  
**Verisk Analytics, Inc.**

|                                     |  |
|-------------------------------------|--|
| Issuer:                             | Verisk Analytics, Inc.   |
| Ticker:                             | VRSK   |
| Ratings:                            | Ba1/BBB-/A   |
| Size:                               | \$250,000,000  |
| Maturity:                           | January 15, 2019   |
| Coupon:                             | 4.875%   |
| Price:                              | 99.041% of face amount   |
| Yield to maturity:                  | 5.036%   |
| Spread to Benchmark Treasury:       | T + 350 basis points   |
| Benchmark Treasury:                 | 1.375% due November 30, 2018   |
| Benchmark Treasury Price and Yield: | 98-30, 1.536%  |
| Interest Payment Dates:             | January 15 and July 15, commencing July 15, 2012   |
| Redemption Provisions:              |  |
| Make-whole call                     | At any time at a discount rate of Treasury plus 50 basis points  |
| Settlement:                         | T+5; December 8, 2011  |
| Denominations:                      | \$2,000 and any integral multiple of \$1,000 above that amount   |
| CUSIP:                              | 92345Y AB2   |
| Bookrunners:                        | J.P. Morgan Securities LLC<br>Merrill Lynch, Pierce, Fenner & Smith<br>Incorporated  |
| Co-Managers:                        | SunTrust Robinson Humphrey, Inc.<br>Wells Fargo Securities, LLC<br>RBS Securities Inc.<br>Santander Investment Securities Inc. |

A securities rating is not a recommendation to buy, sell or hold securities and may be subject to revision or withdrawal at any time.

**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); or 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)).**