

Coyne Frank J  
 Form 4  
 April 04, 2012

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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

(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)  
 04/01/2012

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)  
 Chairman and CEO

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)
				(A) or (D)	Price		
				Code	V	Amount	
Class A Common Stock <sup>(1)</sup>	04/01/2012		A		32,574	A	\$ 0 <sup>(1)</sup> 399,961 D
Class A Common Stock <sup>(2)</sup>	04/02/2012		S		2,629	D	\$ 46.69 397,332 D
Class A Common Stock						I	91,740 Through Trust <sup>(3)</sup>
Class A						I	131,903 Through



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on the first,second, third and fourth anniversaries of their grant date.

- (2) These shares were sold pursuant to a 10b5-1 plan.
- (3) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 1.
- (4) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 2.
- (5) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 3.
- (6) This stock option was granted under the Issuer's 2009 Equity Incentive Plan.
- (7) Subject to the terms of the Issuer's 2009 Equity Incentive Plan and the applicable award agreement thereunder, this stock option vests and becomes exercisable in four equal installments on the first, second, third and fourth anniversaries of the stock option grant date.

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.