The magazine

- Broadcasted since **June 2011**
- Quarterly published
- Printing: **5 500** copies
- Joint editorial Committee (journalists and actuaries)

Editor: **Société des actuaires** (100% subsidiary of Institut des actuaires)

Writting: **Press agency** (90% of the content)

Price: **19,90€** / issue

Subscription: **70,00€** / year (4 issues)
Goal – editorial policy

« Enlighten the risks, shape the future »

L’Actuariel is designed to:

- Increase the Institute’s **visibility**
- Show the high level of **expertise** of the profession
- Make the **voice** of actuaries on news topics
- Welcome **debate**
- Favor **knowledge** on the profession, its men, its trainings...
- Make it **understandable** to everyone

The content is thought **for the reader** not the editor, the quality of the content is essential.

It is intended to **raise the profile** of the profession.
Who is the reader?

The Readership of l’Actuariel is made of:

→ 3 000 actuary members of l’Institut des Actuaires: 1 500 directors in bank-finance-insurance-consulting, French Universities and specialised actuarial schools, members of congress (Finance, laws and social commissions), economical and national financial press.
Who is the reader?

Where does the reader live?

- France: 91%
- United-Kingdom: 2%
- Switzerland: 2%
- USA: 2%
- Germany: 2%
- Spain: 1%
- Luxembourg: 1%

Where does the reader work?

- A bank: 14%
- An insurance company: 53%
- A consulting company: 27%
- A reinsurance company: 4%
Which benefits for the reader?

The actuaries:
- Have access to professional information that « can’t be missed »
- Follow debates on key members and on their pairs’ movements
- Are able to publish research and read other’s work
- Know about news that can lead to personal opportunities
- Develop personal culture on diverse stakes and subjects
- Open on the international field

The employers:
- Have access to professional information that « can’t be missed »
- Know new trends and trend-setters
- Follow research
- Touch directly actuaries (thanks to advertising)
Which benefits for the reader?

The state authority / the partner / the journalist:

• A watch tool of the profession, analysis and opinion.
• Know new trends and trend-setters
• Enrich the expertise of actuaries

The student:

• Discover the scope of intervention of actuaries, its stakes and values
• Know about practical informations about trainings.
The Actuariel is made of **4 sections:**

- **Stakes**: the report and analysis of social, economic, financial, scientific stakes
  - For which actuaries can bring perspective to
  - Or which it can be learned a lesson for the general interest

- **Ideas**: projection, opinion, research... of ideas and point of views that could broaden the thought of actuaries and their partners.
The sections

• **Actuarial profession**: the actuarial movement, its news, its men, its trainings, research, driving force initiatives... a meeting for actuaries.

• **Life of the Institute**: information on the governance and the activity of the Institute, its new members and graduates, the events the Institute organises, the studies it initiates or it has a role in....

The best showcase adding value to the Institute towards its members, its partners and foreign associations.

**+ the Agenda**
The satisfaction survey

Does the content of the Actuariel meets you expectations?

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<thead>
<tr>
<th>Satisfactory Level</th>
<th>Percentage</th>
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<tr>
<td>Absolutely</td>
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<td>Rather</td>
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<td>Rather not</td>
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Is the content interesting? (the best mark being 4/4)

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Does the content allow you to be aware of Actuarial news? (the best mark being 4/4)

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Income statement 2013

- Production and mailing cost: **197 000 €**
- Purchase price by the members: **115 000 €** (unit price: 36 €)
- Others sales: **850 €**
- Advertising revenue: **47 500 €**
- Balancing subsidy: **33 650 €**