

Verisk Analytics, Inc.
Form FWP
March 30, 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.

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|-------------------------------------|---|
| Issuer: | Verisk Analytics, Inc. |
| Ticker: | VRSK |
| Ratings: | Ba1 / BBB- / A |
| Size: | \$450,000,000 |
| Maturity: | May 1, 2021 |
| Coupon: | 5.800% |
| Price: | 99.768% of face amount |
| Yield to maturity: | 5.830% |
| Spread to Benchmark Treasury: | T + 237.5 basis points |
| Benchmark Treasury: | 3.625% due February 15, 2021 |
| Benchmark Treasury Price and Yield: | 101-13 3.455% |
| Interest Payment Dates: | May 1 and November 1, commencing November 1, 2011 |
| Redemption Provisions: | |
| Make-whole call | At any time at a discount rate of Treasury plus 40 basis points |
| Settlement: | T+5; April 6, 2011 |
| Denominations: | \$2,000 and any integral multiple of \$1,000 above that amount |
| CUSIP: | 92345Y AA4 |
| Bookrunners: | J.P. Morgan Securities LLC Merrill Lynch, Pierce, Fenner & Smith Incorporated |
| Co-Managers: | SunTrust Robinson Humphrey, Inc. Wells Fargo Securities, LLC |

Ratings are not a recommendation to buy, sell or hold the notes.

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. 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 BofA Merrill Lynch (call 1-800-294-1322, or e-mail dg.prospectus_requests@baml.com); or J.P. Morgan Securities LLC (call collect at 1-212-834-4533).