

CONKLIN BRET A
Form 4
March 28, 2013

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 *
CONKLIN BRET A

2. Issuer Name and Ticker or Trading Symbol
HORACE MANN EDUCATORS CORP /DE/ [HMN]

5. Relationship of Reporting Person(s) to Issuer
(Check all applicable)

(Last) (First) (Middle)
1 HORACE MANN PLAZA
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
03/26/2013

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
SVP & Controller

SPRINGFIELD, IL 62715

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

(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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| Common Stock | 03/26/2013 | | M | V Amount (A) or (D) Price 2,703 A \$ 6.91 | 30,846.192 (1) | D | |
| Common Stock | 03/26/2013 | | M | 5,294 A \$ 13.83 | 36,140.192 (2) | D | |
| Common Stock | 03/26/2013 | | S | 7,997 D \$ 20.7735 (3) | 28,143.192 (4) | D | |
| Common Stock | | | | | 2,417.842 (5) | I | 0 (5) |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| Employee Stock Option (right to buy) | \$ 6.91 | 03/26/2013 | | M | 2,703 | 03/04/2013 03/04/2016 | Common Stock | 2,703 |
| Employee Stock Option (right to buy) | \$ 13.83 | 03/26/2013 | | M | 5,294 | 03/03/2013 03/03/2017 | Common Stock | 5,294 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|------------------|-------|
| | Director | 10% Owner | Officer | Other |
| CONKLIN BRET A 1 HORACE MANN PLAZA SPRINGFIELD, IL 62715 | | | SVP & Controller | |

Signatures

Ann M. Caparros, Attorney in Fact for Bret A. Conklin
03/28/2013

__Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Represents 19,805.795 restricted stock units, 7,863.509 deferred Common Stock equivalent units and 3,176.888 shares of Common Stock.
- (2) Represents 19,805.795 restricted stock units, 7,863.509 deferred Common Stock equivalent units and 8,470.888 shares of Common Stock.
- (3) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$20.77 to \$20.82.
- (4) Represents 19,805.795 restricted stock units, 7,863.509 deferred Common Stock equivalent units and 473.888 shares of Common Stock.
- (5) Held by the Horace Mann Supplemental Retirement & Savings Trust (401(K)).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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