

HORACE MANN EDUCATORS CORP /DE/  
Form 4  
October 15, 2013

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
Cardinal Steve

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)

3. Date of Earliest Transaction (Month/Day/Year)  
10/10/2013

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
EVP & Chief Marketing Officer

1 HORACE MANN PLAZA

(Street)

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

SPRINGFIELD, IL 62715

(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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                             |
| Common Stock                    | 10/10/2013                           |  | M <sup>(1)</sup>               |   | 4,381   | A  | \$ 9.04                           |
|                                 |                                      |  |                                |   |   |  | 69,099.093                        |
| Common Stock                    | 10/10/2013                           |  | S <sup>(1)</sup>               |   | 4,381   | D  | \$ 28.976                         |
|                                 |                                      |  |                                |   |   |  | 64,718.093                        |
| Common Stock                    | 10/10/2013                           |  | M <sup>(1)</sup>               |   | 9,772   | A  | \$ 13.83                          |
|                                 |                                      |  |                                |   |   |  | 74,490.093                        |
| Common Stock                    | 10/10/2013                           |  | S <sup>(1)</sup>               |   | 9,772   | D  | \$ 29.077                         |
|                                 |                                      |  |                                |   |   |  | 64,718.093                        |
|                                 | 10/11/2013                           |  | M <sup>(1)</sup>               |   | 12,896  | A  | \$ 13.83                          |
|                                 |                                      |  |                                |   |   |  | 77,614.093                        |

Common  
Stock

Common Stock 10/11/2013 S<sup>(1)</sup> 12,896 D \$ 28.905 64,718.093 D

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.** SEC 1474 (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 Share |
|--|--|--------------------------------------|--|--------------------------------|---|--|-----------------|---|---------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date | Title   |                           |
| Employee Stock Option (right to buy)       | \$ 9.04  | 10/10/2013                           |  | M <sup>(1)</sup>               | 4,381   | 12/10/2011   | 12/10/2015      | Common Stock  | 4,381                     |
| Employee Stock Option (right to buy)       | \$ 13.83   | 10/10/2013                           |  | M <sup>(1)</sup>               | 9,772   | 03/03/2012   | 03/03/2017      | Common Stock  | 9,772                     |
| Employee Stock Option (right to buy)       | \$ 13.83   | 10/11/2013                           |  | M <sup>(1)</sup>               | 12,896  | 03/03/2013   | 03/03/2017      | Common Stock  | 12,896                    |

## Reporting Owners

| Reporting Owner Name / Address        | Relationships |           |                               |       |
|---------------------------------------|---------------|-----------|-------------------------------|-------|
|                                       | Director      | 10% Owner | Officer                       | Other |
| Cardinal Steve<br>1 HORACE MANN PLAZA |               |           | EVP & Chief Marketing Officer |       |

SPRINGFIELD, IL 62715

## Signatures

Linea K. Michael, Attorney in Fact for Stephen P.  
Cardinal

10/15/2013

\_\_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) The exercises and sales reported in this Form 4 were effected by a Rule 10b5-1 trading plan adopted by the reporting person on June 26, 2013.
- (2) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$28.72 to \$29.01.
- (3) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$29.01 to \$29.24.

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.