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AMERICAN FINANCIAL GROUP INC  
Form 13F-HR  
May 15, 2013

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

FORM 13F

FORM 13F COVER PAGE

Report for the Quarter Ended March 31, 2013

AMERICAN FINANCIAL GROUP, INC.  
301 East Fourth Street, Cincinnati, Ohio 45202

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(Name and Address of Institutional Investment Manager Filing this Report)

Form 13F File Number: 28-4389

The institutional investment manager filing this report and the person by whom it is signed hereby represent that the person signing the report is authorized to submit it, that all information contained herein is true, correct and complete, and that it is understood that all required items, statements, schedules, lists, and tables, are considered integral parts of this form.

Brian S. Hertzman  
Assistant Vice President and Controller  
(513) 579-2153

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(Name, Title and Phone Number of Person Signing  
this Report on Behalf of Reporting Manager)

Signature:

/s/Brian S. Hertzman                                  Cincinnati, Ohio                                  May 15, 2013

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Brian S. Hertzman  
Assistant Vice President and Controller

Report Type:

- 13F HOLDINGS REPORT.
- 13F NOTICE.
- 13F COMBINATION REPORT.

FORM 13F SUMMARY PAGE  
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Number of Other Included Managers:	2
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Form 13F Information Table Entry Total:	179
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Form 13F Information Table Value Total (thousands):	\$1,043,195
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Name and 13F file numbers of all Institutional Investment Managers with respect to which this schedule is filed (other than American Financial Group, Inc.):

Number	13F File Number	Name of Subsidiary
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1.	28-498	Great American Insurance Company
2.	Unassigned	Great American Life Insurance Company

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FORM 13F INFORMATION TABLE

Column 1: Name of Issuer	Column 2: Title of Class	Column 3: CUSIP	Column 4: Market Value (000's)	Column 5: Shares or Principal Amount	Column 6: Investment Discretion M
HOLDINGS OF GREAT AMERICAN INSURANCE COMPANY					
AIR PRODS & CHEMS INC	COM	009158 10 6	11,986	137,584SH	Defined
ANWORTH MORTGAGE ASSET CP	COM	037347 10 1	791	125,000SH	Defined
APPLE INC	COM	037833 10 0	5,976	13,500SH	Defined
ARCH COAL INC	COM	039380 10 0	4,045	745,000SH	Defined
BANK OF AMERICA CORPORATION	COM	060505 10 4	7,407	608,120SH	Defined
BEST BUY INC	COM	086516 10 1	1,723	77,800SH	Defined
CAPITAL BK FINL CORP	CL A COM	139794 10 1	2,772	161,810SH	Defined
CAPITOL FED FINL INC	COM	14057J 10 1	435	36,000SH	Defined
CHEVRON CORP NEW	COM	166764 10 0	7,284	61,300SH	Defined
CITIGROUP INC	COM NEW	172967 42 4	12,166	275,000SH	Defined
COACH INC	COM	189754 10 4	5,099	102,000SH	Defined
COMCAST CORP NEW	CL A	20030N 10 1	8,543	203,500SH	Defined
DELTA AIR LINES INC DEL	COM NEW	247361 70 2	680	41,216SH	Defined
ELLINGTON FINANCIAL LLC	COM	288522 30 3	7,739	312,700SH	Defined
EMERSON ELEC CO	COM	291011 10 4	7,542	135,000SH	Defined
EXONE CO	COM	302104 10 4	445	13,285SH	Defined
FIRST FINL BANCORP OH	COM	320209 10 9	3,531	220,000SH	Defined
FLAGSTAR BANCORP INC	COM PAR .001	337930 70 5	3,942	283,010SH	Defined
FULL HOUSE RESORTS INC	COM	359678 10 9	99	35,331SH	Defined
GENERAL ELECTRIC CO	COM	369604 10 3	10,751	465,000SH	Defined
GENERAL MTRS CO	COM	37045V 10 0	487	17,500SH	Defined
HANMI FINL CORP	COM NEW	410495 20 4	1,687	105,413SH	Defined
HEINZ H J CO	COM	423074 10 3	15,014	207,750SH	Defined
HEWLETT PACKARD CO	COM	428236 10 3	13,899	583,000SH	Defined
HOMESTREET INC	COM	43785V 10 2	1,787	80,000SH	Defined
HUNTINGTON INGALLS INDS INC	COM	446413 10 6	1,067	20,000SH	Defined
INSTEEL INDUSTRIES INC	COM	45774W 10 8	402	24,609SH	Defined
INTEL CORP	COM	458140 10 0	11,551	529,000SH	Defined
INTERPUBLIC GROUP COS INC	COM	460690 10 0	65	5,000SH	Defined
JPMORGAN CHASE & CO	COM	46625H 10 0	16,136	340,000SH	Defined
JOHNSON & JOHNSON	COM	478160 10 4	19,649	241,000SH	Defined
KELLOGG CO	COM	487836 10 8	14,101	218,850SH	Defined
KIMBERLY CLARK CORP	COM	494368 10 3	19,596	200,000SH	Defined
KOHL'S CORP	COM	500255 10 4	13,378	290,000SH	Defined
KRAFT FOODS GROUP INC	COM	50076Q 10 6	3,835	74,416SH	Defined
LEUCADIA NATL CORP	COM	527288 10 4	209	7,633SH	Defined
LINCOLN NATL CORP IND	COM	534187 10 9	1,631	50,000SH	Defined
LOCKHEED MARTIN CORP	COM	539830 10 9	2,944	30,500SH	Defined

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LOWES COS INC	COM	548661	10 7	1,213	32,000SH	Defined
MYR GROUP INC DEL	COM	55405W	10 4	9,446	384,615SH	Defined
MEDTRONIC INC	COM	585055	10 6	4,696	100,000SH	Defined
MERCK & CO INC NEW	COM	58933Y	10 5	11,094	251,000SH	Defined
METLIFE INC	COM	59156R	10 8	5,741	151,000SH	Defined
MICROSOFT CORP	COM	594918	10 4	18,636	651,500SH	Defined
MONDELEZ INTL INC	CL A	609207	10 5	6,835	223,250SH	Defined
MOTRICITY INC	COM	620107	10 2	21	56,525SH	Defined
NATIONAL BK HLDGS CORP	CL A	633707	10 4	1,830	100,000SH	Defined
NATIONAL INTERSTATE CORP	COM	63654U	10 0	305,796	10,200,000SH	Defined
NEW YORK CMNTY BANCORP INC	COM	649445	10 3	5,023	350,000SH	Defined
OMNICOM GROUP INC	COM	681919	10 6	5,713	97,000SH	Defined
OMEROS CORP	COM	682143	10 2	420	102,040SH	Defined
PNC FINL SVCS GROUP INC	COM	693475	10 5	3,990	60,000SH	Defined
PEOPLES UNITED FINANCIAL INC	COM	712704	10 5	11,139	830,000SH	Defined
PEPSICO INC	COM	713448	10 8	17,013	215,050SH	Defined
PFIZER INC	COM	717081	10 3	12,063	418,000SH	Defined
PROCTER & GAMBLE CO	COM	742718	10 9	10,018	130,000SH	Defined
PRUDENTIAL FINL INC	COM	744320	10 2	4,690	79,500SH	Defined
RAYTHEON CO	COM NEW	755111	50 7	4,439	75,500SH	Defined
REVOLUTION LIGHTING TECHNOLO	COM	76155G	10 7	4,487	2,136,752SH	Defined
STAPLES INC	COM	855030	10 2	3,355	250,000SH	Defined
TARGET CORP	COM	87612E	10 6	9,583	140,000SH	Defined
3M CO	COM	88579Y	10 1	12,917	121,500SH	Defined
TORTOISE ENERGY CAP CORP	COM	89147U	10 0	842	25,800SH	Defined
UNITED CONTL HLDGS INC	COM	910047	10 9	4,162	130,024SH	Defined
VERISK ANALYTICS INC	CL A	92345Y	10 6	36,189	587,291SH	Defined
WAL-MART STORES INC	COM	931142	10 3	8,980	120,000SH	Defined
WALGREEN CO	COM	931422	10 9	11,753	246,500SH	Defined
WASTE MGMT INC DEL	COM	94106L	10 9	18,033	459,900SH	Defined
WELLS FARGO & CO NEW	COM	949746	10 1	12,577	340,000SH	Defined

HOLDINGS OF GREAT AMERICAN  
LIFE INSURANCE COMPANY

AIR PRODS & CHEMS INC	COM	009158	10 6	4,792	55,000SH	Defined
ALLIANCE RES PARTNER L P	UT LTD PART	01877R	10 8	3,256	51,119SH	Defined
ANNALY CAP MGMT INC	COM	035710	40 9	1,271	80,000SH	Defined
ANWORTH MORTGAGE ASSET CP	COM	037347	10 1	791	125,000SH	Defined
APPLE INC	COM	037833	10 0	5,976	13,500SH	Defined
BP PLC	SPONSORED ADR	055622	10 4	8,047	190,000SH	Defined
BEST BUY INC	COM	086516	10 1	687	31,000SH	Defined
CAPITAL BK FINL CORP	CL A COM	139794	10 1	4,796	280,000SH	Defined
CISCO SYS INC	COM	17275R	10 2	8,358	400,000SH	Defined
CITIGROUP INC	COM NEW	172967	42 4	5,751	130,000SH	Defined
DELTA AIR LINES INC DEL	COM NEW	247361	70 2	443	26,829SH	Defined
DEX ONE CORP	COM	25212W	10 0	18	10,772SH	Defined
ELLINGTON FINANCIAL LLC	COM	288522	30 3	17,354	701,153SH	Defined
EXONE CO	COM	302104	10 4	1,106	33,000SH	Defined
FLAGSTAR BANCORP INC	COM PAR .001	337930	70 5	3,942	283,010SH	Defined
FULL HOUSE RESORTS INC	COM	359678	10 9	89	31,617SH	Defined
GENERAL MTRS CO	COM	37045V	10 0	487	17,500SH	Defined
HANMI FINL CORP	COM NEW	410495	20 4	2,754	172,115SH	Defined
HEWLETT PACKARD CO	COM	428236	10 3	5,817	244,000SH	Defined
HOMESTREET INC	COM	43785V	10 2	5,362	240,000SH	Defined
INSTEEL INDUSTRIES INC	COM	45774W	10 8	363	22,216SH	Defined
LEUCADIA NATL CORP	COM	527288	10 4	228	8,315SH	Defined
LINCOLN NATL CORP IND	COM	534187	10 9	5,544	170,000SH	Defined

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MARATHON OIL CORP	COM	565849	10 6	7,418	220,000SH	Defined
METLIFE INC	COM	59156R	10 8	11,090	291,700SH	Defined
MOTRICITY INC	COM	620107	10 2	31	84,788SH	Defined
NATIONAL BK HLDGS CORP	CL A	633707	10 4	2,745	150,000sH	Defined
OMEROS CORP	COM	682143	10 2	631	153,061SH	Defined
PHARMACYCLICS INC	COM	716933	10 6	1,608	20,000SH	Defined
PRUDENTIAL FINL INC	COM	744320	10 2	11,769	199,500SH	Defined
RESEARCH IN MOTION LTD	COM	760975	10 2	506	35,000SH	Defined
REVOLUTION LIGHTING TECHNOLO	COM	76155G	10 7	4,487	2,136,752SH	Defined
SOUTHWEST AIRLS CO	COM	844741	10 8	3,303	245,000SH	Defined
TORTOISE ENERGY CAP CORP	COM	89147U	10 0	2,802	85,900SH	Defined
UNITED CONTL HLDGS INC	COM	910047	10 9	3,681	115,000SH	Defined
VODAFONE GROUP PLC NEW	SPONS ADR NEW	92857W	20 9	10,380	365,500SH	Defined

HOLDINGS OF OTHER ENTITIES  
EACH HAVING LESS THAN  
\$100 MILLION IN 13F SECURITIES

ARGO GROUP INTL HLDGS LTD	COM	G0464B	10 7	214	5,176SH	Defined
EATON CORP PLC	SHS	G29183	10 3	704	11,500SH	Defined
ACE LTD	SHS	H0023R	10 5	5,605	63,000SH	Sole
AT&T INC	COM	00206R	10 2	752	20,500SH	Defined
ABBOTT LABS	COM	002824	10 0	321	9,100SH	Defined
ABBVIE INC	COM	00287Y	10 9	371	9,100SH	Defined
ALLIANCE RES PARTNER L P	UT LTD PART	01877R	10 8	2,485	39,017SH	Defined
AMERICAN EQTY INVT LIFE HLD	COM	025676	20 6	203	13,629SH	Defined
APPLE INC	COM	037833	10 0	1,328	3,000SH	Defined
ARCH COAL INC	COM	039380	10 0	597	110,000SH	Defined
BP PLC	SPONSORED ADR	055622	10 4	1,906	45,000SH	Defined
BANK OF AMERICA CORPORATION	COM	060505	10 4	4,244	348,480SH	Defined
BASIC ENERGY SVCS INC NEW	COM	06985P	10 0	154	11,258SH	Defined
BERKLEY W R CORP	COM	084423	10 2	5,191	117,000SH	Sole
BEST BUY INC	COM	086516	10 1	1,577	71,200SH	Defined
BLDRS INDEX FDS TR	EMER MK 50 ADR	09348R	30 0	406	10,529SH	Defined
CAPLEASE INC	COM	140288	10 1	139	21,809SH	Defined
CARDINAL FINL CORP	COM	14149F	10 9	192	10,551SH	Defined
CHEVRON CORP NEW	COM	166764	10 0	416	3,500SH	Defined
CHUBB CORP	COM	171232	10 1	6,215	71,000SH	Sole
COACH INC	COM	189754	10 4	7,149	143,000SH	Defined
COLONY FINL INC	COM	19624R	10 6	1,554	70,000SH	Defined
CONOCOPHILLIPS	COM	20825C	10 4	421	7,000SH	Defined
DELTA AIR LINES INC DEL	COM NEW	247361	70 2	215	13,003SH	Defined
DOLAN CO	COM	25659P	40 2	27	11,135SH	Defined
DU PONT E I DE NEMOURS & CO	COM	263534	10 9	270	5,500SH	Defined
ELLINGTON FINANCIAL LLC	COM	288522	30 3	990	40,000SH	Defined
EXONE CO	COM	302104	10 4	235	7,000SH	Defined
FIRST FINL BANCORP OH	COM	320209	10 9	108	6,727SH	Defined
GENERAL ELECTRIC CO	COM	369604	10 3	809	35,000SH	Defined
GENERAL MLS INC	COM	370334	10 4	740	15,000SH	Defined
GLOBAL CASH ACCESS HLDGS INC	COM	378967	10 3	146	20,669SH	Defined
HEWLETT PACKARD CO	COM	428236	10 3	2,217	93,000SH	Defined
HOMESTREET INC	COM	43785V	10 2	3,574	160,000SH	Defined
ILLINOIS TOOL WKS INC	COM	452308	10 9	335	5,500SH	Defined
INDEXIQ ETF TR	IQ GLB RES ETF	45409B	88 3	295	9,861SH	Defined
INTERPUBLIC GROUP COS INC	COM	460690	10 0	782	60,000SH	Defined
ISHARES TR	MSCI EAFE INDEX	464287	46 5	440	7,464SH	Defined
JOHNSON & JOHNSON	COM	478160	10 4	669	8,200SH	Defined

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KEY ENERGY SVCS INC	COM	492914	10	6	105	12,941SH	Defined
KOHL'S CORP	COM	500255	10	4	1,384	30,000SH	Defined
LTX-CREDENCE CORP	COM NEW	502403	20	7	140	23,261SH	Defined
LEUCADIA NATL CORP	COM	527288	10	4	14	526SH	Defined
LINN ENERGY LLC	UNIT LTD LIAB	536020	10	0	3,479	91,631SH	Defined
MFA FINANCIAL INC	COM	55272X	10	2	466	50,000SH	Defined
MANAGED HIGH YIELD PLUS FD I	COM	561911	10	8	22	10,000SH	Defined
MEADOWBROOK INS GROUP INC	COM	58319P	10	8	145	20,619SH	Defined
MERCK & CO INC NEW	COM	58933Y	10	5	884	20,000SH	Defined
METLIFE INC	COM	59156R	10	8	855	22,500SH	Defined
MICROSOFT CORP	COM	594918	10	4	429	15,000SH	Defined
OMNICOM GROUP INC	COM	681919	10	6	2,238	38,000SH	Defined
ORBITAL SCIENCES CORP	COM	685564	10	6	225	13,466SH	Defined
PNC FINL SVCS GROUP INC	COM	693475	10	5	6,650	100,000SH	Defined
PETROQUEST ENERGY INC	COM	716748	10	8	132	29,735SH	Defined
PFIZER INC	COM	717081	10	3	577	20,000SH	Defined
PHILIP MORRIS INTL INC	COM	718172	10	9	603	6,500SH	Defined
POWERSHARES ETF TRUST	DYNAMIC MKT PT	73935X	10	4	1,478	26,391SH	Defined
POWERSHARES ETF TRUST	HI YLD EQ DVDN	73935X	30	2	317	29,947SH	Defined
PROCTER & GAMBLE CO	COM	742718	10	9	724	9,391SH	Defined
PRUDENTIAL FINL INC	COM	744320	10	2	2,124	36,000SH	Defined
RAMCO-GERSHENSON PPTYS TR	COM SH BEN INT	751452	20	2	209	12,416SH	Defined
RESEARCH IN MOTION LTD	COM	760975	10	2	217	15,000SH	Defined
RUDOLPH TECHNOLOGIES INC	COM	781270	10	3	141	12,000SH	Defined
STARWOOD PTY TR INC	COM	85571B	10	5	833	30,000SH	Defined
SYSCO CORP	COM	871829	10	7	668	19,000SH	Defined
TARGA RESOURCES PARTNERS LP	COM UNIT	87611X	10	5	920	20,000SH	Defined
THOMSON REUTERS CORP	COM	884903	10	5	585	18,000SH	Defined
TWO HBRS INVT CORP	COM	90187B	10	1	631	50,000SH	Defined
UNITED CONTL HLDGS INC	COM	910047	10	9	1,761	55,000SH	Defined
VALUECLICK INC	COM	92046N	10	2	238	8,054SH	Defined
VANGUARD INDEX FDS	REIT ETF	922908	55	3	331	4,694SH	Defined
VIACOM INC NEW	CL B	92553P	20	1	5,533	90,000SH	Defined
VODAFONE GROUP PLC NEW	SPONS ADR NEW	92857W	20	9	2,684	94,500SH	Defined
WISCONSIN ENERGY CORP	COM	976657	10	6	686	16,000SH	Defined

REPORT TOTAL

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\$1,043,195  
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