Go Global Be Seen.
Who We Are

StudyUSA Global has been the leader in comprehensive international student recruitment solutions for more than 40 years. We understand the value you face go the extra mile to support your international recruitment needs with customized, tried-and-true strategies that we’ve refined over four decades. The key to our success is dynamic omnichannel marketing. With our multi-platform, multi-lingual approach, you will receive targeted exposure across all media.
Our Reach

1.4 million magazines distributed

7.6 million unique visitors to StudyUSA.com annually

600k+ social media followers
Reaching Students Worldwide

Meet your future students.
They’re young, ambitious, curious and want to study in the USA.

WHERE THEY’RE FROM

Top 15 Countries

1. Brazil
2. Mexico
3. India
4. Vietnam
5. France
6. Indonesia
7. Russia
8. Thailand
9. Colombia
10. Turkey
11. Japan
12. United Kingdom
13. China
14. Spain
15. Saudi Arabia

AGES:
18–24 52%
25–34 31%
Other 17%

55% female
45% male

TOPIC OF INTEREST: Bachelor 30% ESL 30% Master/PhD 21% Other 19%
Featured Profile

One page to make you shine

- Annual subscription with unlimited leads, pageviews and clicks
- Customized inquiry form
- Quality lead generation
- Social media integration
- Mobile optimized
- Direct links to your site
- Translated profiles in your choice of 14 languages
- Monthly tracking reports and detailed analytics
- Award-winning design

7.6 million unique visitors to StudyUSA.com annually
27 million pageviews annually
300+ university, college and ESL programs featured
Direct Messaging

Options that increase your reach
Targeted information will reach your student audience through email blasts, newsletters and sponsored content.
Sponsored Content

Expand your audience, engage readers, create a response

Multi-lingual articles and blog posts attract students, increase engagement, and create strong connections with your programs and institutions
Social Media

Meet, greet and recruit
Engage with Study in the USA's 600K+ social media followers through targeted and custom campaigns.

Facebook
579,000+ likes

WeChat
Locally hosted and managed in China

Instagram
25,500+ followers

YouTube Twitter Google+ Pinterest Tumblr Blogger
Print Solutions

Increase awareness, build your brand and drive traffic

- 11 publications, 5 languages, distributed worldwide
- Popular among students and parents, demanded by educational advisors
- Works in unison with your digital marketing for a powerful advertising mix
- Unparalleled circulation to top countries
- Distributed to EducationUSA advising centers, fairs, agencies, schools and more
- Award-winning design and content
Study in the USA’s Distribution

Magazines with global reach

Academic counselors give free copies to students who are interested in U.S. and Canadian education. Study in the USA® is also used as educational text by some English teachers.

The magazines are distributed through U.S. embassies, EducationUSA Advising Centers, English language institutes, secondary schools, universities, student travel and placement agencies and as inserts in reputable publications in over 116 countries. The combined circulation is more than 1.4 million copies.

Each of the 11 regional editions is shipped overseas in June/July, and the magazines arrive starting in June and through September. Copies are available during the entire year that follows. Specialty editions are distributed monthly and quarterly. Study in the USA® is updated annually so that the students are aware of current test dates, visa regulations and other relevant information.

Most readers are students ranging in age from high school to post-graduate and are interested in a variety of academic studies and English language programs. Other readers are professionals interested in additional training.

How is Response Received?
Many students make direct contact with schools whose advertisement appears in Study in the USA®. In addition, 65 percent of students who receive the magazines visit StudyUSA.com and 48 percent share their copy of Study in the USA®. Response continues for 18 months to two years.
Study in the USA's Distribution

Reach students worldwide

Global Edition
50,000 copies in English
reaches Europe, Russia, Nigeria, Kenya, Korea, Taiwan, Hong Kong, Malaysia, Thailand, Indonesia, the Philippines, Japan, Singapore, Cambodia, Jordan, UAE, and Turkey

Chinese Edition
100,000 in Simplified Chinese
reaches mainland China

Vietnamese Edition
10,000 copies in Vietnamese
reaches Vietnam

Brazilian Portuguese Edition
20,000 copies in Portuguese
reaches Brazil and Portugal

Latin American Edition
30,000 copies in Spanish
reaches Mexico, Colombia, Venezuela, the Dominican Republic, Peru, Ecuador, Costa Rica, Panama, Spain, Guatemala, Argentina, Chile, Bolivia, Paraguay, Puerto Rico, Honduras, Uruguay and El Salvador

English Salon
22,000 monthly subscribers
Printed in English and reaches all 23 provinces in China

21st Century Teens
1 million quarterly subscribers
Printed in Chinese and reaches mainland China

illumi
97,000 quarterly subscribers
Printed in Chinese and reaches 2nd and 3rd tier cities in China

Universitarios
150,000 monthly subscribers
Printed in Spanish and reaches primarily Mexico City

Indian Edition
75,000 copies in English
reaches India

Fairs in Asia
AIEF, OhStudy, EducationUSA, OCSC, CIEET, Capstone Vietnam, Linden, ISN, CEE and VINS

Fairs in Latin America
BMI, EducationUSA, Linden, ISN

Fairs in Europe and Africa
College Council, EduFairs, IETF, Linden, ISN

Fairs in the Middle East
BMI, ISN and StudyExpo, Linden, IECHE
Display Advertising

Put your school out in front.

- Build your brand and increase recognition on the most popular pages
- Enforce your message with strategic positioning
- Target your niche markets and promote specific programs
Stats are shown in real-time so you can stay on top of student inquiries
Download and search your inquiries and applications
Change your profile fast facts at any time
Customized dashboard alerts
Choose unlimited courses/program
Global Education Fairs

Distributed in 41 countries + 85 cities
Your ads travel from Jakarta to Ankara, from Mexico City to Rio de Janeiro.
Testimonials

After seeing my ad distributed as part of fair materials in various fairs overseas, it cemented the reach of publicity and it made me realize that it is a great complement to my other activities.

—PREBLE GIRARD, MCNEESE STATE UNIVERSITY

Study in the USA has been an excellent partner for us for over two years now. They offer outstanding customer service, have an excellent reputation in the market, and affordable prices. They provide great exposure through multiple tools such as print magazines, websites, and social media. They have helpful and polite staff who are genuinely interested in helping your school promote itself abroad.

—PETR KANDIDATOV, SOUTHERN ARKANSAS UNIVERSITY

It is a joy to work with the Study in the USA team! The inquiry tracking tools, monthly reports, and industry insights that the team provides, help achieve our enrollment goal.

—NADYA ZHURAVLEVA, UCLA EXTENSION
Testimonials

“I chose Study in USA because of the visibility in various fairs and countries that we do not physically go to for recruitment efforts. I felt Study in the USA was a good way to maximize our outreach on a limited budget, and get into the hands of binational centers, counselors, and EducationUSA centers without having to physically be present to do so.”

—GWENDOLYNE GUZMAN ROSE, UNIVERSITY OF CALIFORNIA, SAN DIEGO, ENGLISH LANGUAGE PROGRAM

“StudyUSA.com is an excellent investment which will not only create a global footprint for your institution, it will help drive traffic, inquiries, and enrollment. I totally recommend their amazing products and services.”

—LUIS CASTILLO, UNIVERSITY OF ARIZONA

“We get leads from StudyUSA on a daily basis, and we have been able to establish a solid database of prospective students in the last couple of years. A good number of students have applied and been accepted, and some were enrolled.”

—NORTHERN STATE UNIVERSITY
Testimonials

**One of the things** that impresses me most is that when I travel abroad, I actually see the printed materials in multiple locations. This tells me that StudyUSA's distribution network is very impressive and is actually getting into the hands of students and parents in other countries.

—Cheryl Barnett, Southern Illinois University

**As an International Admissions Director,** I only advertise in one print publication and this is it! This is the one that is given out at all of the major recruitment fairs around the world. There is also a strong web site with excellent tracking. And, I can get targeted social media mentions for my school. The bottom line is that it works! I can justify investing in Study in the USA because I get a great return on my investment all year long.

—James L. Goonan, Susquehanna University

**We are getting a lot of leads from the StudyUSA website, and we think it's important to gain exposure through the ads in the magazines that are “traveling” across the globe, in the EducationUSA centers and fairs.**

—Northern State University
Thank you!