

Go  
Global  
Be Seen.



Media Kit

# 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.



Magazines



Web Site



Mobile



Social Media Marketing



Content Marketing

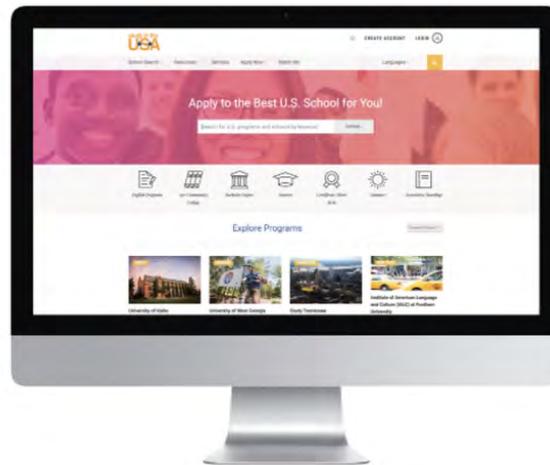


Email Messaging

# Our Reach



**1.4 million**  
magazines  
distributed



**7.6 million**  
unique visitors to  
StudyUSA.com annually

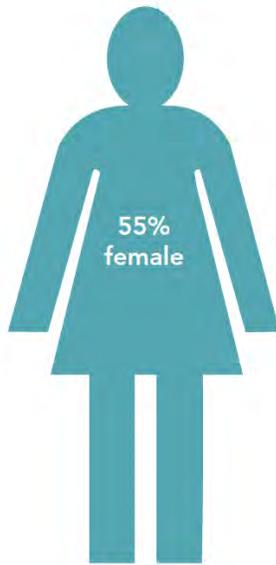


**600k+**  
social media  
followers

# Reaching Students Worldwide

Meet your future students.

They're young, ambitious, curious and want to study in the USA.



55%  
female

## AGES:

18–24 **52%**  
25–34 **31%**  
Other **17%**



45%  
male

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

## 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

# StudyUSA.com

Reaching students worldwide

600,000

international visitors per month



240,000

quality student inquiries

27.6 million

pageviews each year

300+

university, college & ESL programs featured

# 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.

**Study at the number one U.S. public university!**

**University of Kansas – Academic Accelerator**

**Your Next Big Idea Starts with UMass Amherst**

**Featured U.S. School: University of Idaho**

**Take a Glimpse: Western New England University**

**International Student Voice: Parth Joshi from India, studying Computer Information Sciences at Kalamazoo Valley Community College**

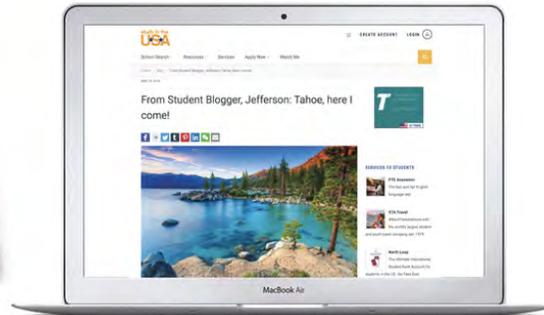
Targeted emails

Student newsletter

# 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



# Print Solutions



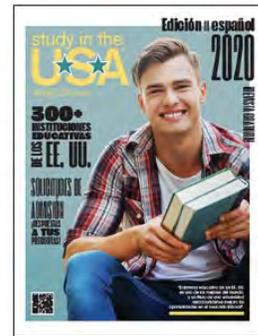
Vietnamese edition



Global edition



Portuguese edition



Latin America edition



American Campus Chinese edition



American Campus India edition



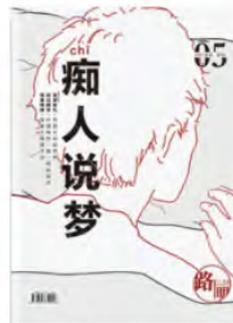
English Salon



Careers360



21st Century Teens



Illumi



Universitarios

## 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

### How

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.

### Where

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.

### When

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.

### To Whom

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

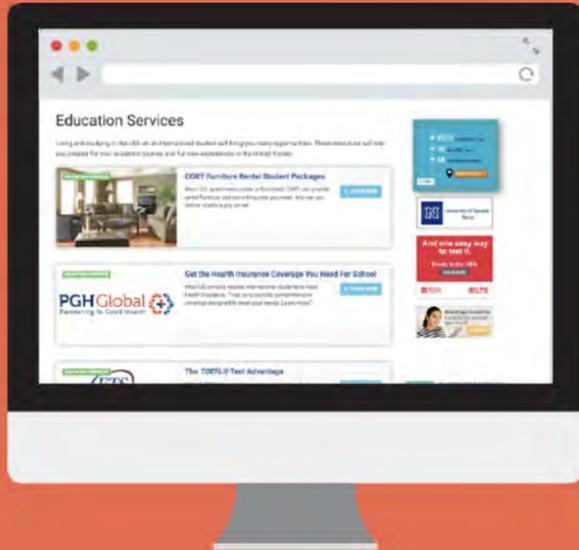
**75,000 copies in English**

reaches India



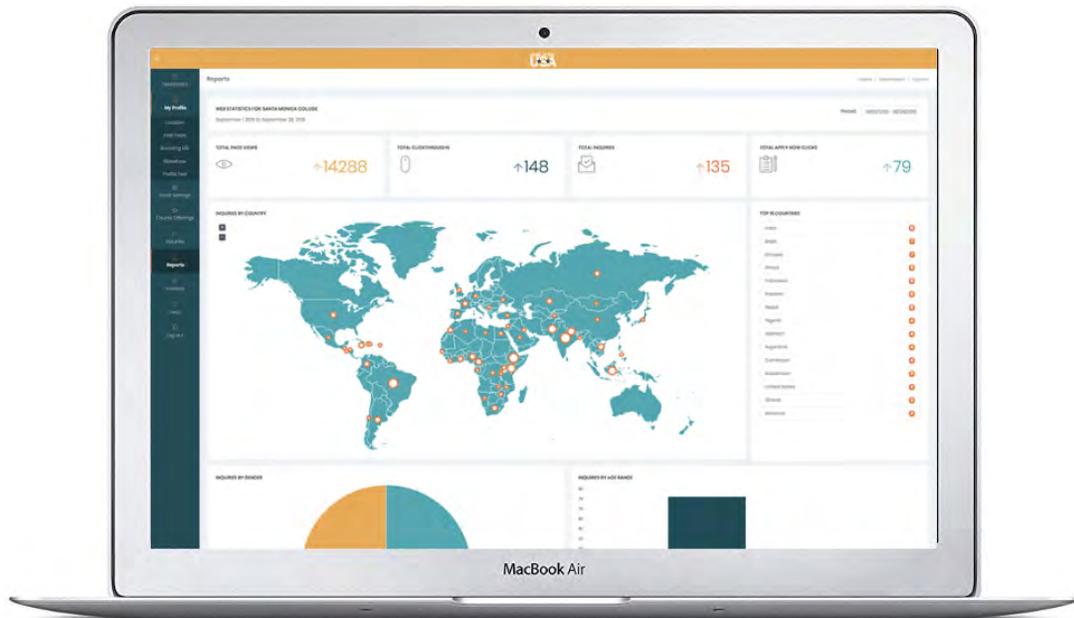
# Display Advertising

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

# Smart Dashboard



- 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.



*Students  
at a fair  
in Dubai,  
UAE*



# 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

“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

“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

# 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!*