

Go
Global
Be Seen

Welcome!

For 40 years, Study in the USA has made U.S. colleges, universities and English programs the focus of international students' dreams through print and digital media. Study in the USA provides reach across every medium.



Magazines



Web Site



Mobile



Social Media
Marketing



Email
Messaging

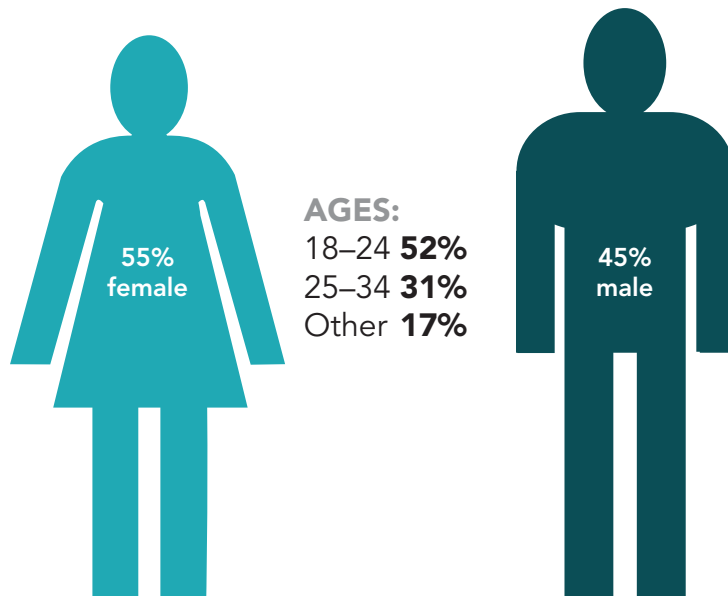


Content
Marketing

Reaching Students Worldwide

Meet your future students

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



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

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

Study in the USA

The magazine that started it all

Increase awareness, build your brand and drive traffic.



- 11 publications, 6 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
- New print options available!

365,000
magazines distributed
worldwide

116
countries receive
magazines

115
fairs in 41 countries
distribute magazines

Distribution and Circulation

Study in the USA magazines are distributed globally through EducationUSA advising centers, schools, universities, language institutes, student travel and placement agencies and major education fairs. Our circulation is unmatched for reaching students, parents and advisors at the source.

Southeast Asian **30,000 copies in English:** Reaches Malaysia, Thailand, Indonesia, the Philippines, Singapore, Cambodia, Myanmar and Vietnam

Northeast Asian **25,000 copies in English:** Reaches Korea, Taiwan, China, Hong Kong and Macau

Latin American **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

Chinese **100,000 in Simplified Chinese:** Reaches Mainland China

Japanese **20,000 copies in Japanese:** Reaches Japan

Vietnamese **10,000 copies in Vietnamese:** Reaches Vietnam

Brazilian Portuguese **20,000 copies in Portuguese:** Reaches Brazil and Portugal

European/International **25,000 copies in English:** Reaches most European countries, Turkey, Russia, Nigeria, Kenya and India

Middle Eastern **15,000 copies in Arabic:** Reaches Jordan, UAE, Saudi Arabia, Egypt, Qatar, Kuwait, Lebanon, Bahrain, Iraq and Yemen

Vacation and University Prep **20,000 copies in English:** Distributed globally with other editions

Indian **70,000 copies in English:** Reaches India

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*



I chose Study in the USA because of the visibility in various fairs and countries that we do not physically go to for recruitment efforts.

—GWENDOLYNE GUZMAN ROSE, UNIVERSITY OF CALIFORNIA, SAN DIEGO

Why Print Works

Print inspires action

Even in the digital age, print is one of the leading ways you can increase brand awareness, build credibility and engage with your audience.



- 1 Clearly defined target audiences
- 2 High engagement rates
- 3 High ad recall + branding
- 4 Print drives online search
- 5 Long message life

“Last year was actually the year we buried the phrase “print is dead.” Nobody is saying “print is dead anymore.”

—DR. SAMIR HUSNI,
THE UNIVERSITY OF MISSISSIPPI'S
MEEK SCHOOL OF JOURNALISM
AND NEW MEDIA

65%

visit
StudyUSA.com

43%

share their copy
of *Study in the USA*

48%

save
their copy

31%

contact
schools

StudyUSA.com

Connect with students wherever they are



600,000

international visitors per month

240,000

quality student inquiries

27.6 million

pageviews each year

300+

university, college & ESL programs featured

1 million+

targeted emails sent to students each year

7.6 million

visitors to StudyUSA.com each year

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

Translation

Don't get lost in translation

In this global market, translation is the key to your success. Here's why: Localized into 14 languages, many international students discover StudyUSA.com through foreign language search engines and other linkages, bypassing content and entry points in English altogether.



Compared to schools with English-only profiles, schools offering translations get more response from students.

+44%

at least 1
translation

+46%

3 or more
translations

+60%

5 or more
translations

+91%

7 or more
translations

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

Lead Generation & Engagement

Driving highly qualified students to you

- Multi-platform: Search tools, campaigns, print media, social media, content and app
- Targeted and customizable lead form
- Detailed analytics, including demographics and personal contact information
- Real time student engagement and counseling



240,000

quality student
inquiries



205

countries
of origin



1 million+

targeted emails sent to
students annually

Direct Messaging

Options that increase your reach

Targeted information will reach your student audience through email blasts, newsletters and sponsored content.



Newsletter



Email



Article

70,000+

international student
subscribers

10 million+

annual article
pageviews

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



**impressions sold on a CPM basis*

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



Testimonials

Your peers, their words

“Working with Study in the USA for several years has helped us not only drive enrollments, but also track our ROI thanks to their reporting and the excellent customer service that they provide for the interested students.”

—NADYA ZHURAVLEVA,
UCLA EXTENSION

“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 in the hands of students and parents in other countries.”

—CHERYL BARNETT,
SOUTHERN ILLINOIS
UNIVERSITY

“Excellent customer service, affordable even for schools with smaller budgets, great exposure through the website and print magazines, great reputation in the market.”

—PETR KANDIDATOV,
SOUTHERN ARKANSAS
UNIVERSITY



Apex Award

Won
2013-2016

Maggie Award

Finalists
2013-2016



Contact Us!

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