

# Study in the USA's Distribution

## *The global magazine*

### 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.**

# Reach students worldwide

## Southeast Asian Edition

30,000 copies in English

reaches Malaysia, Thailand, Indonesia, the Philippines, Singapore, Cambodia, Myanmar and Vietnam

## Northeast Asian Edition

25,000 copies in English

reaches Korea, Taiwan, China, Hong Kong and Macau

## Chinese Edition

100,000 in Simplified Chinese

reaches Mainland China

## Japanese Edition

20,000 copies in Japanese

reaches Japan

## 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

## European/International Edition

25,000 copies in English

reaches most European countries, Turkey, Russia, Nigeria, Kenya, and Kenya

## 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

## Middle Eastern Edition

15,000 copies in Arabic

reaches Jordan, UAE, Saudi Arabia, Egypt, Qatar, Kuwait, Lebanon, Bahrain, Iraq, and Yemen

## Indian Edition

75,000 copies in English

reaches India

## University Prep & Short Term Programs

20,000 copies in English

Distributed globally with other editions

