Why Print Works

The science of your mind

In our technology-driven world, we've all been swept up by the power of digital advertising and marketing to reach our desired audience. And while it is, of course, true that digital advertising is an essential component of any marketing strategy, it should not overshadow the power of print media.

Reach Your Target Audience

Study in the USA print editions reach your intended audience—international students. Each of the 10 editions is developed for its regional audience, containing culturally appealing content and design.

- 10 international magazines
- 1.4 million magazines distributed worldwide
- 116 countries receive Study in the USA

"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

The average engagement with a print magazine or newspaper is

20 minutes

or more and generally involves several dozen page views.

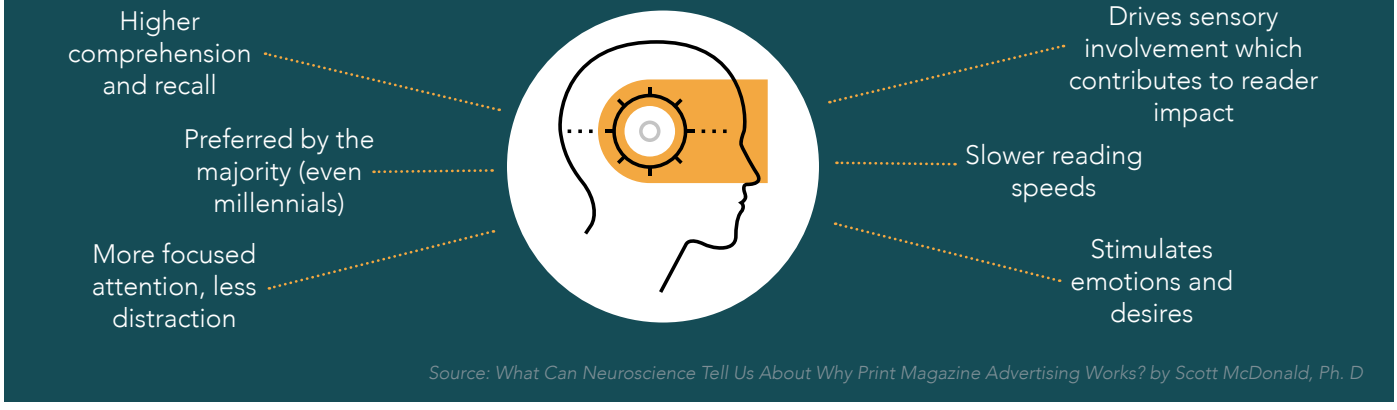
44%

of customers visit a brand's website after receiving direct mail marketing.

According to PrintIsBig.com, advertisers spent $167 per person on direct mail in 2015, and earned $2,095 — that's a

1,255% return.

What neuroscience says about why print magazine ads work



Source: What Can Neuroscience Tell Us About Why Print Magazine Advertising Works? by Scott McDonald, Ph. D

Make Study in the USA Magazines Part of Your Recruitment Strategy!

study in the USA

studyusa.com | studyintheusaglobal.com