

Welcome to the **new**  
Al-Jamiat Magazine  
*More Content*  
*Increased Student Outreach*  
*Biannual Editions*  
*New Website*



## New Al-Jamiat Mission

Al Jamiat is going through major changes this year! A new full-time managing editor will be shifting the magazine focus from an annual all-Arabic language magazine to a bi-annual all English magazine better fitting in with the US Educational Group tours advancement into non-Arabic speaking countries.

Our research at the US Educational Group fairs has shown that students are interested in reading articles about universities, American life, successful student stories and more about university life in general. By making Al-Jamiat an English magazine we are in a better position to integrate our new website, expand content, design, and our web presence.

The new magazine will have a high emphasis on editorial content and articles written to attract students from the Middle East, Asia, Eastern Europe and North Africa. The new website, to be launched in mid-2008 will feature expanded articles in both English and Arabic, Q&A sessions with Admissions Officers, student blogs, and much more.

We hope you will join us in this exciting new step and open yourself to a whole new world of students!

### U.S. Educational Group



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## Al-Jamiat Highlights

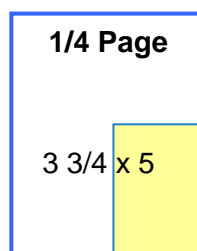
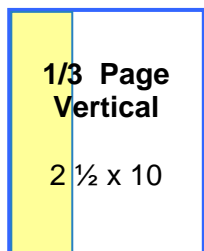
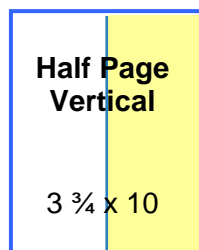
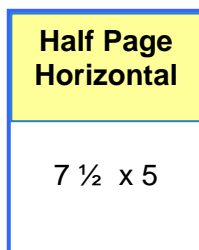
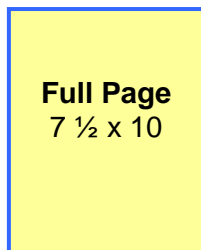
- Circulation of **50,000** in more than 18 countries
- All-English language format
- New editorial and article content
- Bi-annual editions creates more interest from students
- Distribution at Amideast centers
- Targeted audience distribution such as high schools, universities, government offices, and more
- Free distribution at USEG bi-annual educational fairs
- Available for purchase at magazine stands, bookstores, and educational stores
- Advertisements in high schools, universities, and local papers in selected countries

- **73% of USEG Fair attendees report reading the magazine at home**
- **89% of USEG fair attendees visited 3 or more of the websites advertised in the magazine**



<b>Rates &amp; Space Options</b>		
Size	One Edition	Two Editions (cost per ad)
Full Page	\$2500	\$2125
Half Page	\$2000	\$1700
1/3 Page	\$1400	\$1190
1/4 Page	\$1100	\$935
Inside Cover	\$3000	\$2550
Outside Cover	\$3500	\$2975
Double Center	\$4500	\$3825
Advertiser Directory	\$50	\$50
Web Link	\$100	\$100

**All ads are FULL color and may be in English or Arabic**



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