



How2USA Media Kit



HOW2USA Leads to USA

**A Unique Issuing Channel In The World,
Delivering American Resources To Chinese Customers**

A bridge between China and the U.S.
A path for Chinese billionaires' investment
in real estate and studying abroad
An opportunity for Chinese enterprises
going internationalization
A guidance for Chinese government
attracting investment, talent and wisdom

A platform for providing resources of American
real estate
A tool for providing resources of American talents
An access to advanced system, management
and technology of the U.S.
Direct communication between Chinese and
American media

Circulation directory of HOW2USA

Chinese and American direct mail list

Distribution in China	QTY
Chinese Billionaires	21100
Import & Export Companies in China	20452
State Trade Associations	7936
Occupation Training Institutes	5564
Public traded companies in China	2459
Immigration & Overseas Study Agencies	2367
Principles of Private High Schools and Institutions	2317
Chinese media	2263
Economic Developing Zones in all states and major metro cities	1321
Industrial Parks management offices	1321
Venture Capitalists	1060
Top 1000 brands of Chinese Businesses	1000
College Jobs & employment centers	986
5-star hotels	660
Real estate developers	629
Directory of Chinese Provincial Governor	32
Chinese Influential People	100
Mayors' offices of 500 cities	608
Directory of Chinese county leaders	2280
American Companies in China	604
Top 500 largest companies in China 2011	500
Tourism Promotion Agencies in China	466
Governors' offices of Major Metro Cities & Counties	426
Capital Investment Promotion Bureaus	318
B2B Web portals	280

English Language Training Institutes	271
University Technology Districts & Labs	195
Trade Promotion Committees of 31 provinces	115
Chamber of Commerce at all state levels in China	104
Top 100 Franchise Brands in China	100
EMBA Training Institutes	67
High Tech Industrial Development Zones	67
Provincial Bureau of Foreign Experts	57
State Agencies of Overseas Chinese Associations & Communities	56
Education Departments of all provinces	49
Overseas Chinese Friendship Organizations	40
State Council Departments	28
Trade Association President offices	27
Affluent Clubs	12
US Embassy offices in China	7
Total in China	78244

Distribution in US	QTY
EB-5 Regional Centers	190
Chinese Businesses Associations and Community Organizations	1321
Chinese American Attorneys	2153
Chinese American Accountants	2298
Immigration & Overseas Study Services Agents, Travel Agencies	1014
Financial Advisors	767
Chinese American Banks	707
Chinese American Businesses (other)	36562
Total in US	45012



How2USA Magazine

Advertising Rates 2013

Quarterly Print Version Circulates to 120,000 Chinese Residents in China

Inside Color Pages	1x	2x	3x	4x
1 Page	\$9,950	\$8,955	\$7,960	\$6,965
1/2 Page	\$5,473	\$4,925	\$4,378	\$3,831
1/3 Page	\$3,781	\$3,403	\$3,025	\$2,647
1/4 Page	\$2,985	\$2,687	\$2,388	\$2,090

Covers	1x	2x	3x	4x
Front Cover	\$49,750			
Back Cover	\$29,850	\$26,865	\$23,880	\$20,895
Fron-Cover-Inside	\$24,875	\$22,388	\$19,900	\$17,413
Cover inside	\$19,900	\$17,910	\$15,920	\$13,930

Circulation: 45,012, Rate Base; Total Circulation: 120,000

Preferred Positions: Additional 20% to rates, non-cancelable.

Closing Dates: on or before the 15th of the month

Payment Terms: 1 month prepayment required prior to credit application approval.

other Availabilities: Inserts - Client-supplied, pre-printed. Rates, availabilities on request.

Sales Contacts: 1-877-469-2872

(1-877-How2USA)

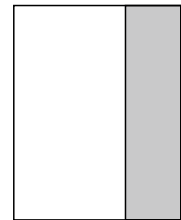
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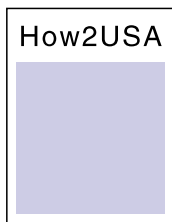
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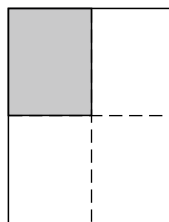
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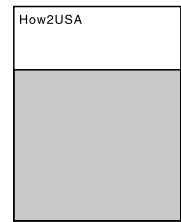
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Front Cover
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1/4Page
3 1/2"(W) x 5"(D)



Back Cover
8 1/4"(W) x 6 1/2"(D)

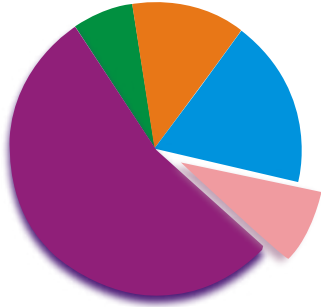
Page Size & Trim Information: The trim size is 8 1/4" x 10 3/4", perfect bind. Page is 2 columns, each column 3 1/8" wide, or 3 columns, each column 2 1/8" wide.

Printing Process: web offset. **Digital file type:** .eps .tif .pdf

Film Output: Furnish negatives, right reading, emulsion up, one-piece-per-page-per-color. Use 175 lines screen.



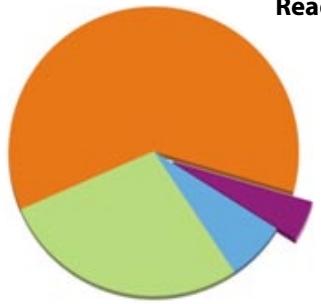
Analysis on Readers:



HOW2USA applies to :

- People who are to develop and study overseas
- Export-oriented and Top 500 enterprises in China
- Foreign-related institutions in the world and governments as well as institutions attracting bids and investment
- Chinese living in English-speaking countries
- 120,000 Chinese businessmen and 3 million Chinese-American across the U.S.

Readers' Educational Level:



- Master's degree or over
- Bachelor's degree
- Graduated from college
- others

Overview of Readers

In China, readers cover institutions of Chinese central government, Mayors of all cities, institutions attracting bids and investment, Federations of returned overseas Chinese, educational institutions, influenced enterprises, associations and chambers of commerce, domestic billionaires, immigrants and people investing abroad.

In the U.S., readers cover Department of Commerce and educational institutions of each State, universities and Chinese businessmen across the country.

Purpose to influence:

- 60,000 billionaires in China mainland
- 960,000 multimillionaires in China mainland
- 2,700,000 wealthies with capital over 6 millions
- 4,010,000 Chinese-American
- 22,000,000 Chinese moving to live in America

Top Tier Experts & Professionals : (More to be found on www.How2USA.com)



James Cai
Attorney for
L-1 Visas



James Dye
Real Estate
Investment
Consultant



Jenny Chang
Investment
& Financial
Advisor



Joyce Tso
CPA, Investment
& Tax Advisor



Helen Li
Real Estate Agent

Tyler Morley, Real Estate Assessment Management
Jacob Alpren, Attorney, Business Laws
May Ho, CPA, Accountant & Tax Advisor
Robert Liu, Real Estate Agent
Helen Du, Real Estate Agent

Marco Fung, Architect, Building Design
Tang Design, Architect, Construction & Building
Edward Lam, Financial Advisor
Stephen Kho, Financial Advisor
Elsie Wang, Financial Advisor

How2USA Magazine Columns:

Invest in US

Deals or Steals: Commercial Properties Investment Top Deals!

Immigrate to US

EB-5, L-1, Beijing Resident ID or US Green Card?

Study in US

Strategies for Admission to Top Universities

Transfer to Campus in Major Cities, EMBA's, Best High Schools

Silicon Valley – San Francisco

High Tech Trends, Silicon Top Companies, Bay Area Real Estate, San Francisco Culture, Rising Political Powers of Chinese Americans, the Ripple Effects of Chinatowns.

Hollywood – Los Angeles

Cultures All American Movies, Music, Pop Arts, the Significance of Chinese Cultures, spreading upspring China towns, and the Rich Diversity of Los Angeles City Cultures.

Wall Street – New York

Stocks Market, Recovering Dollars, US Economics & Capitals, & New York City, News in the Big Apple!

Doing Business in US

Business Opportunities abound in exchanges and interactions of cities between China & U.S.

Doing Business in US 101s

Living in US

Getting driver's license, looking for housing, schools, banking, shopping, looking for help in housekeeping, baby sitting, Settle in!

Travel in US

Travel for leisure or for culture, know your best choices of itineraries of sceneries, resorts and destinations



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