



#AMERICAN
MADE
GLOBALLY
MINDED



YOUR GLOBAL
MULTICULTURAL
EXPERTS

CULTURS.GURU

CULTURS™

THE GLOBAL MULTICULTURAL MAGAZINE

DEPARTMENTS



MISSION

Culturs.guru is a global multicultural service brand that brings lifestyle content to populations that are “culturally mobile,” and represent “hidden” rather than “visual” diversity. This includes Cross-cultured individuals and Third Culture kids whose lives are punctuated by “straddling” of culture during formative years.

AUDIENCE:

INTERNATIONALS

- THIRD CULTURE KIDS
- GLOBAL NOMAD
 - Immigrant Kids
 - International Biz
 - Diplomat Kids

NATIONALS

- Military BRATS
- Missionary Kids
- Refugee Kids
- Borderlanders

NATIONAL NOMADS

INDIVIDUALS

EXPATRIATES
MULTI-ETHNIC
MULTI-CULTURAL
INTER-CULTURAL

CULTURAL
EMPATHS

IMMIGRANTS
REFUGEES
TOURSITS
ADOPTEES

HIGHLY EDUCATED



81% Undergrad degree vs. U.S. population
21%



TOP CAREERS



- Education
- Medicine
- Business management
- Entrepreneurism



*1994 Int'l School Services

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info@culturs.guru