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## Essentials Magazine Relaunched for Digital World



(Silver Spring, MD) — The [Education Market Association](https://www.edmarket.org) (EDmarket) debuts the inaugural issue of the newly-redesigned [Essentials](https://www.edmarket.org/essentials), its flagship magazine serving the industry for over 100 years. Essentials is now mobile-friendly on a web-based platform, with articles, authors, and topics easily accessed through Google and other search engines giving authors an unlimited platform to expose their ideas, case studies, and research findings.

“We believe our reputation is defined by our published content,” says Jim McGarry, President/CEO of EDmarket. “Our success is defined by the audience we reach who utilize this information to improve their businesses, professional practices and ultimately the ability for student to learn and educators to teach.”

The new format allows the association to accomplish the goal of expanding the EDmarket community by making more connections and delivering the best content available about issues related to the educational products marketplace in a more appealing and

contemporary fashion. Readers can access desired content and share articles with others who might also find the information interesting or useful.

Essentials features unique content on the future of learning environments provided by knowledge experts from a variety of perspectives. To add your unique voice to the conversation, contact Editor/Publisher [Adrienne Dayton](mailto:adayton@edmarket.org).

### About EDmarket

Founded in 1916, the [Education Market Association \(EDmarket\)](https://www.edmarket.org) connects people who want to succeed in the education market by providing events, resources and leadership to those who serve education. Find out more at [www.edmarket.org](https://www.edmarket.org)

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