

EDC

In today's world, the answers to anything we ask lives on a device that can fit in our pockets—and we want needed accessories at our fingertips. Technology, devices and tools have been sized to accommodate our on-the-go lives, and the convenience is life-changing.

Need directions to get somewhere? There's a GPS built into your phone. Need to see in the dark? Grab your mini flashlight. Need to cut open a package? Get out your pocket knife.

Every Day Carry is a 116-page special issue buyer's guide by Engaged Media that covers anything and everything people can carry to accomplish their everyday activities. This gear-heavy title will focus on pocket-sized tools and accessories, but will extend to anything someone can carry on their person on a daily basis. It is a product guide that will include flashlights, knives, wristwatches, smartphone cases, sound canceling earbuds/headphones, keychain accessories and more!

While pockets can certainly hold a few essentials, this title will also include carry bags for men and women for those who like to be more prepared.

We strive to provide our readers with high-quality products to make their lives easier, more convenient and, most importantly, safe.

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2020 CLOSING/ON SALE DATES*

ISSUE NAME	AD CLOSE	MATERIALS DUE
Fall '20	Jul 08	Jul 16
Spring '21	Oct 14	Oct 22

ON SALE DATE

Fall '20	Sep 01, 2020
Spring '21	Dec 08, 2020

*DATES SUBJECT TO CHANGE

ENGAGED MEDIA RETAIL PARTNERS

