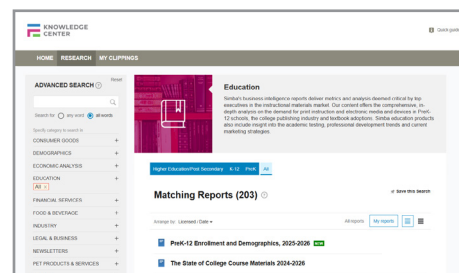




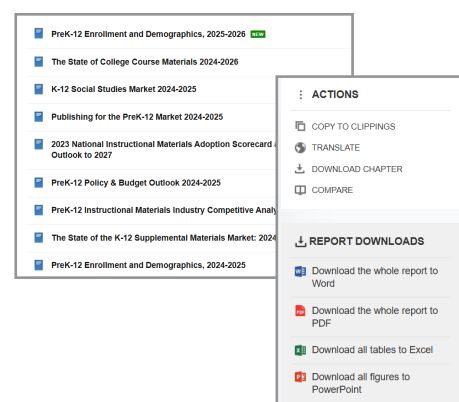
## Strategic Intelligence for an Evolving Market

The Simba Information Knowledge Center provides full access to our library of authoritative research and analysis covering the education and professional publishing markets. Subscribers benefit from continuous insight across the PreK–12, higher education, workforce development, and legal, medical, and scientific publishing sectors—all for one predictable fee. Our research supports confident decision-making at every level of strategy.



## Trusted by Market Leaders

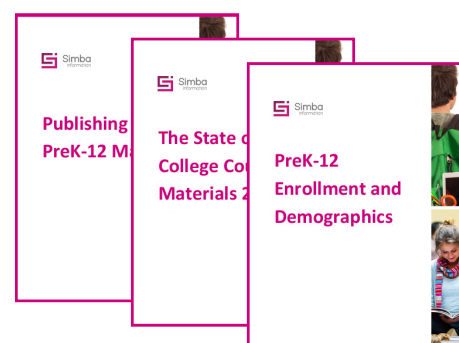
- **Established expertise:** Simba has served the education and publishing sectors with trusted insight since 1989.
- **Rigorous analysis:** Our in-house team of analysts applies established models and original research methodologies grounded in data.
- **Independent & credible:** Simba's findings are frequently cited in policymaker briefings, investment reports, and trade publications.



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## The Education Market Advisor: A Core Offering of the Simba Knowledge Center

Published biweekly, the *Education Market Advisor* is a critical market intelligence resource used by education executives, content developers, investment professionals, and policy observers. It combines Simba's analytical rigor with editorial clarity to track high-impact developments as they unfold. Each issue includes:

- Timely updates on funding policy, procurement, and adoption cycles
- Executive summaries of corporate moves, leadership changes, and competitive strategy
- Focused analysis of instructional trends, platform evolution, and digital transformation
- Commentary from Simba's expert team highlighting the strategic implications of market activity



*"Not just a summary of news—but a narrative of where the market is headed."*

## Coverage Across Critical Segments

Simba's research spans the sectors, trends, and inflection points shaping the market today:

- K-12 instructional materials, standards alignment, and adoption
- Federal and state education funding and enrollment forecasting

- Higher education course materials, affordability strategies, and digital access
- Credentialing and workforce development models
- EdTech delivery platforms, licensing models, and distribution
- Legal, medical, and STM publishing strategy and benchmarks
- Impact of social-emotional learning, DEI initiatives, and AI implementation

## Custom Research from Simba Information

When your questions fall outside the scope of standard reporting, Simba's custom research delivers focused intelligence tailored to your goals. Developed by the same expert team behind our syndicated products, these projects help clients solve for complexity and act with confidence.

Offerings include:

- Market sizing and segmentation based on proprietary criteria
- Competitive positioning, benchmarking, and performance analysis
- Trend forecasting and product viability testing
- Cross-sector studies linking education and publishing trends to broader economic or policy movements

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