

THE VOICE OF THE INDUSTRY

AC®

ACCESSORIES COUNCIL MAGAZINE









AC®

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The voice of the accessories market offering a unique and dynamic perspective on the market.

Shoppable - featuring the newest trends, behind-the- scenes industry stories, emerging brands, and key market insights.

Serving the jewelry, footwear, socks, hosiery, handbags, timepieces, head wear, optical/sun industries and more.

Dedicated to telling the stories of brands, products, and people.

Spotlighting a mix of categories and price points through stunning visuals and editorial content.



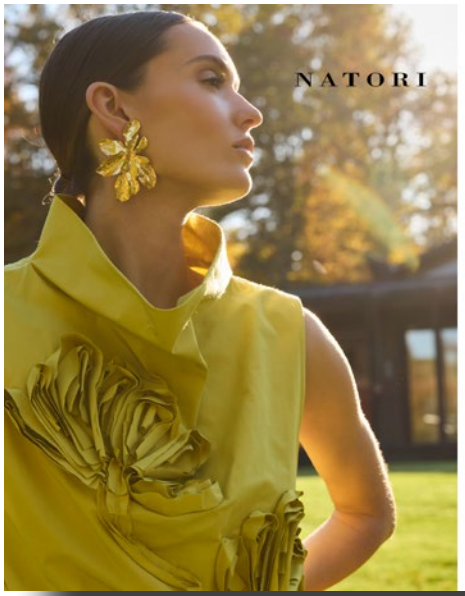


WHY Ac MAGAZINE WORKS

Average Read time 25-30 minutes - very high for a digital magazine.

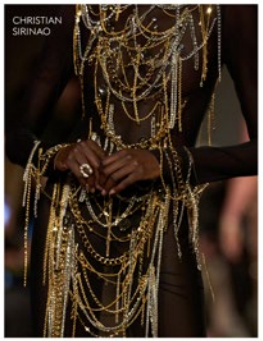
A high percentage of readers click links on both articles and ads, and nearly all content is shoppable.

“Halo effect” from Ac’s editorial credibility.



TRENDS

HOT OFF THE RUNWAY AND INTO REAL LIFE, THIS SECTION CAPTURES THE SEASON'S MOST EXCITING DEVELOPMENTS — FRESH IDEAS, STANDOUT STYLES, AND THE MUST-WATCH DESIGNS DEFINING THE JEWELRY MARKET RIGHT NOW.



on the RUNWAY

STRAIGHT FROM THE RUNWAY, THIS SEASON'S JEWELRY TRENDS ARE BOLD, EXPRESSIVE, AND FILLED WITH INSPIRATION. FROM SCULPTURAL STATEMENTS TO FRESH TAKES ON TIMELESS CLASSICS, THESE STANDOUT LOOKS ARE DEFINING THE CONVERSATION IN FASHION NOW.

IMAGES - SPOTLIGHT BY LAUNCHMETRICS



ADVERTISING BENEFITS

The upside of advertising with Ac Magazine includes:

Strong brand alignment and community engagement.

Multi-channel exposure through all print, digital and social media streams.

Authentic storytelling with thoughtfully-crafted content.

Opportunities for influencer and creator collaborations.

Exclusive curated opportunities that yield premium visibility.

High purchase intent with readers actively looking to shop.

Measurable impact and track-able engagement via direct links, QR codes, and analytics.

Seamless connection with audiences at virtual and IRL events.





WHY AC MAGAZINE IS DIFFERENT

Storytelling depth

Shopability

High-end photography

Your editorial expertise

Connection to Ac events & community





READERSHIP

4.6M+ Views

200K+ Unique Readers

70K+ Social Followers

50k+ Weekly Readers

1000's of brands have been featured since January 2021 launch.

Every new issue leads to a boost in readership in both current & previous issues.

Digital format offers flexibility and an accessible archive.





DISTRIBUTION

Ac Magazine has a global audience catering to readers in over IOO countries - including all of North America, the EU, and Asia.

TOP COUNTRIES
US, India, Italy, Austria, and Japan. ‘

TOP STATES
New York, California, New Jersey, Texas, Florida, Pennsylvania, Virginia, Illinois, Massachusetts, North Carolina, Washington, Colorado, Iowa, Connecticut, Wyoming, Georgia, Michigan, Maryland, Ontario, Ohio, Rhode Island, Arizona, and Missouri.

TOP CITIES
NYC, Brooklyn, Philadelphia, Raleigh, Los Angeles, Des Moines, Ashburn, Cheyenne, Chicago, Denver, Miami, Dallas, San Jose, Jersey City, Atlanta, San Francisco, Toronto, Houston, Washington, and Charlotte.



SEO, REACH, AND SOCIAL

SEO UPDATES

Upgraded tools to enhance content discoverability.

Feature dropdown on Ac website optimized for improved SEO.

Intuitive search function improves targeting and audience reach .

Editorial content refined to increase search engine visibility.

REACH

Newsletters and email blasts delivered to curated list of retailers, designers, wholesalers, and consumers.

Weekly emails highlight magazine content and drive readership.

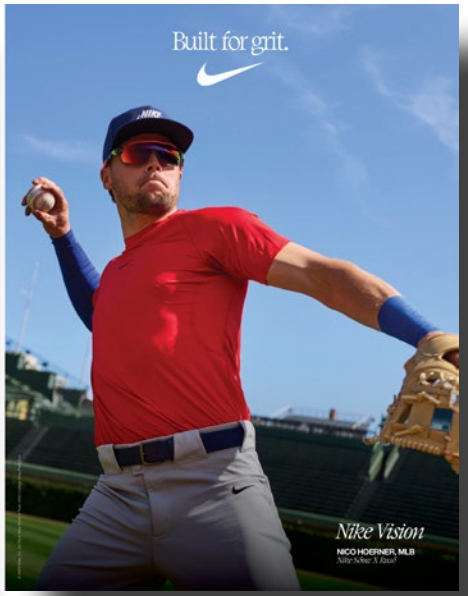
Weekly general newsletter drops to over 5OK every Tuesday

SOCIAL MEDIA

Over 7OK+

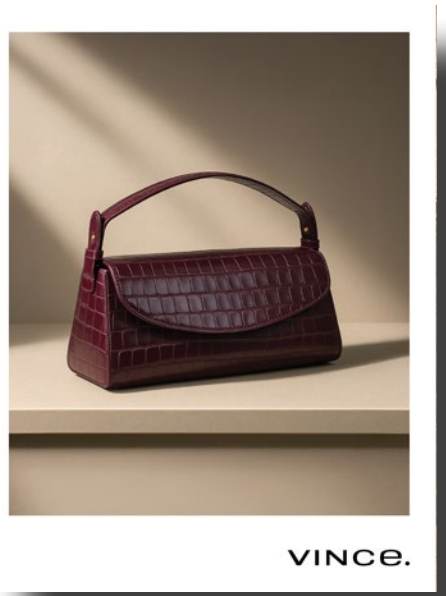
THE COMPANY YOU KEEP














ADVERTORIAL

BRADY LEGLER

EMOTION INTO FORM

PAID CONTENT OPPORTUNITIES

Proven to be one of the most effective forms of advertising, the paid content “advertorial” features put you, your story, and your products in the spotlight with direct links.


ADVERTORIAL

CBIZ

THE STRATEGIC PARTNER FOR GROWTH



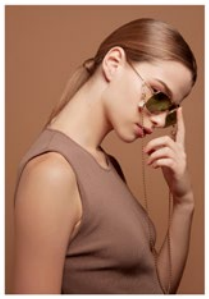
KAMARIA

surviving and thriving



from PRACTICAL to CHIC

THE TIMELESS ALLURE OF ONI EYEGLASS CHAINS





TESTIMONIALS

“So many people stopped and took the time to read the whole article. It was not only the topic but the layout and the excellent way the article was written.”
– KAMARIA JEWELRY

“The benefits of being a member have truly paid off for our jewelry brand, ONI. We are actively involved in all their networking & educational events and are always in touch on anything & everything we are promoting. We’ve connected with so many industry leaders and have leveraged many of those contacts to promote our brand and to form new business relationships.”
– ONI





SPECIAL OPTIONS

FULL & HALF-PAGE

Premium placement options to ensure your brand stands out.

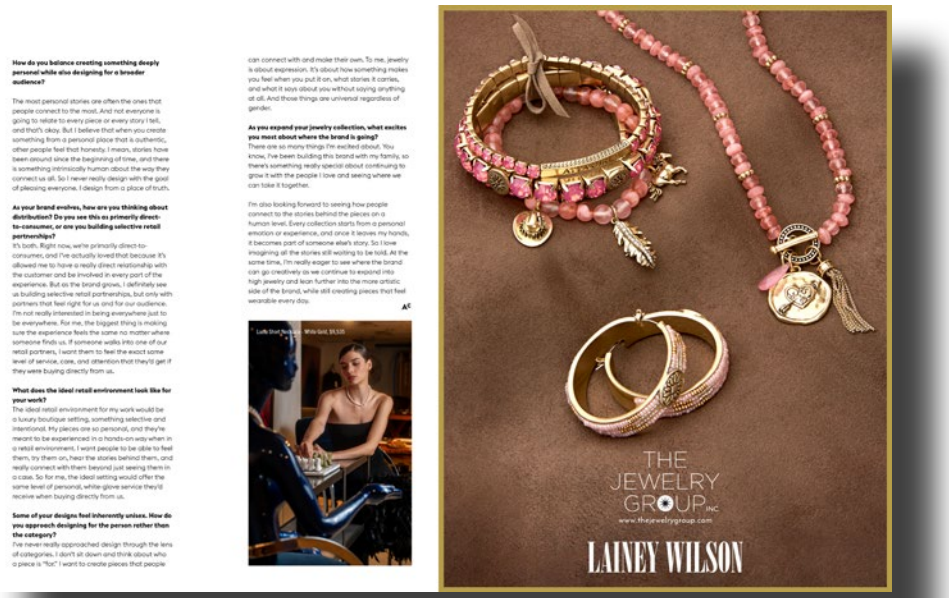
DIGITAL INTEGRATION

Extend your reach with digital advertisements on our website and social media channels.

SPONSORED CONTENT

Collaborate on bespoke content pieces that align with your brand message and resonate with our audience.





ADVERTISEMENT RATES

MEMBERS
2-PAGE SPREAD: $5,000

FULL PAGE: $3,000

HALF PAGE: $1,500

MARKET GUIDE LISTING: COMPLIMENTARY

NON-MEMBERS
2-PAGE SPREAD: $6,000

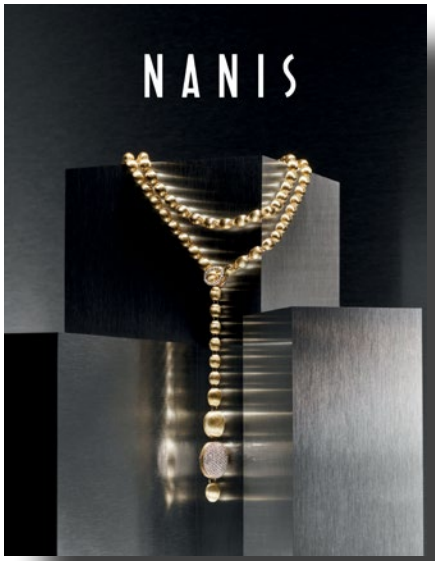
FULL PAGE: $4,000

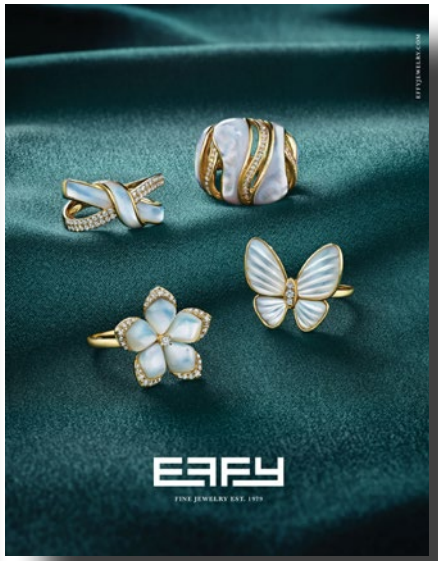
HALF PAGE: $2,000

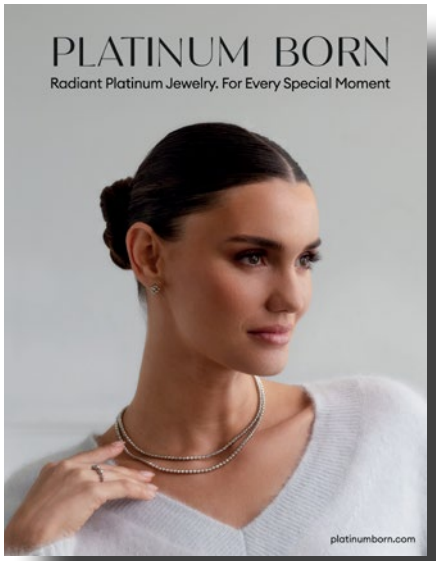
MARKET GUIDE LISTING: $150

DEADLINES



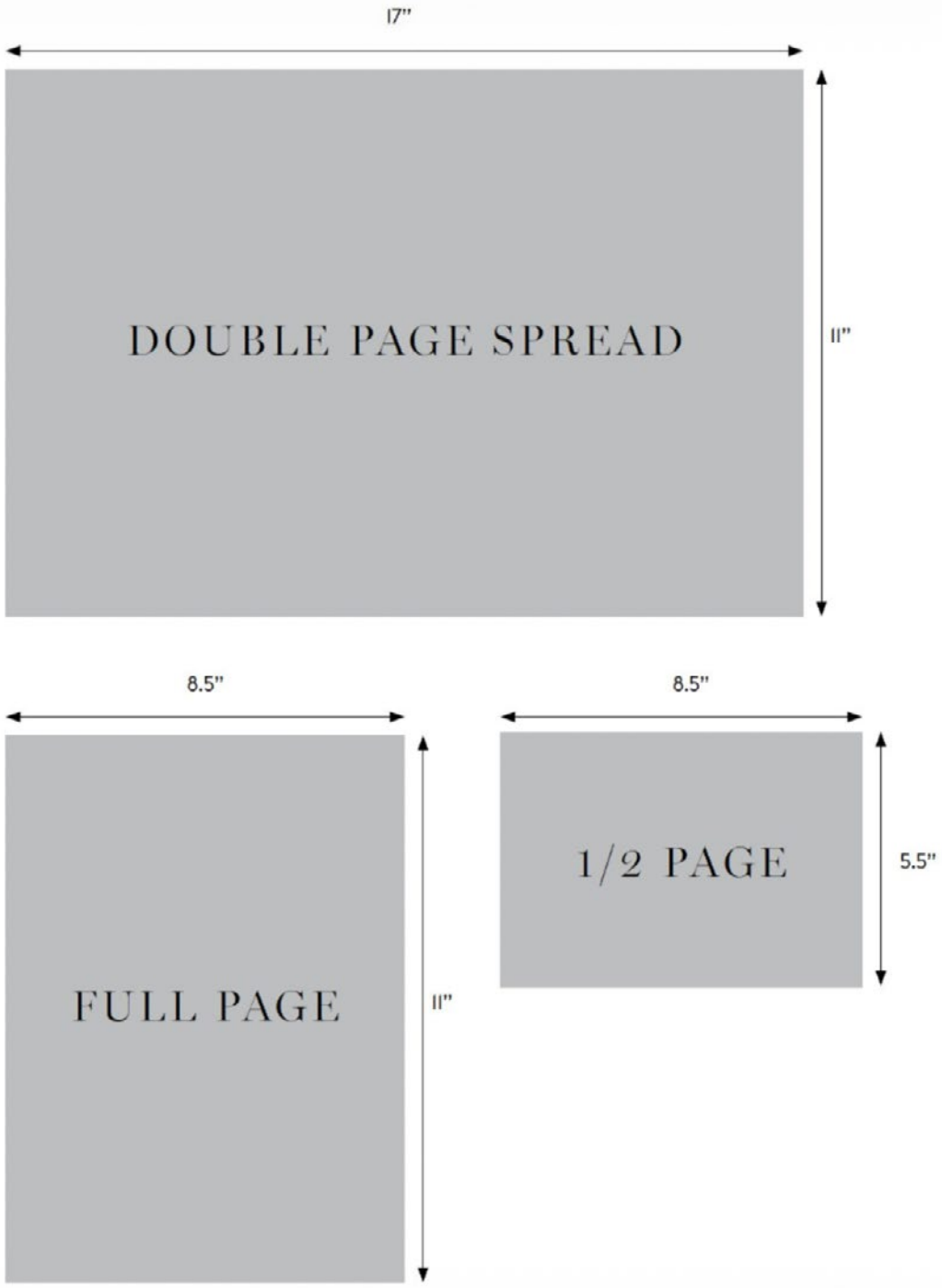






UPCOMING ISSUES

WINTER - January 19
Ac EYE X 20/20 - New York Eyewear Design Week, March 1
SPRING - March 29
ACE - May 4
JEWELRY - June 1
SUMMER - July 26 (Includes Design Excellence Awards Finalists)
FALL X CFDA - Fashion Week, September 8
Ac EYE X 20/20 FALL - October 13
JEWELRY HOLIDAY - November 15



SPECS

2-PAGE SPREAD:
TRIM 17"X11"

WITH BLEED 17.25" X 11.25"

FULL PAGE:
TRIM 8.5"X 11"

WITH BLEED 8.75" X 11.25"

HALF PAGE:
TRIM 8.5"X 5.5"

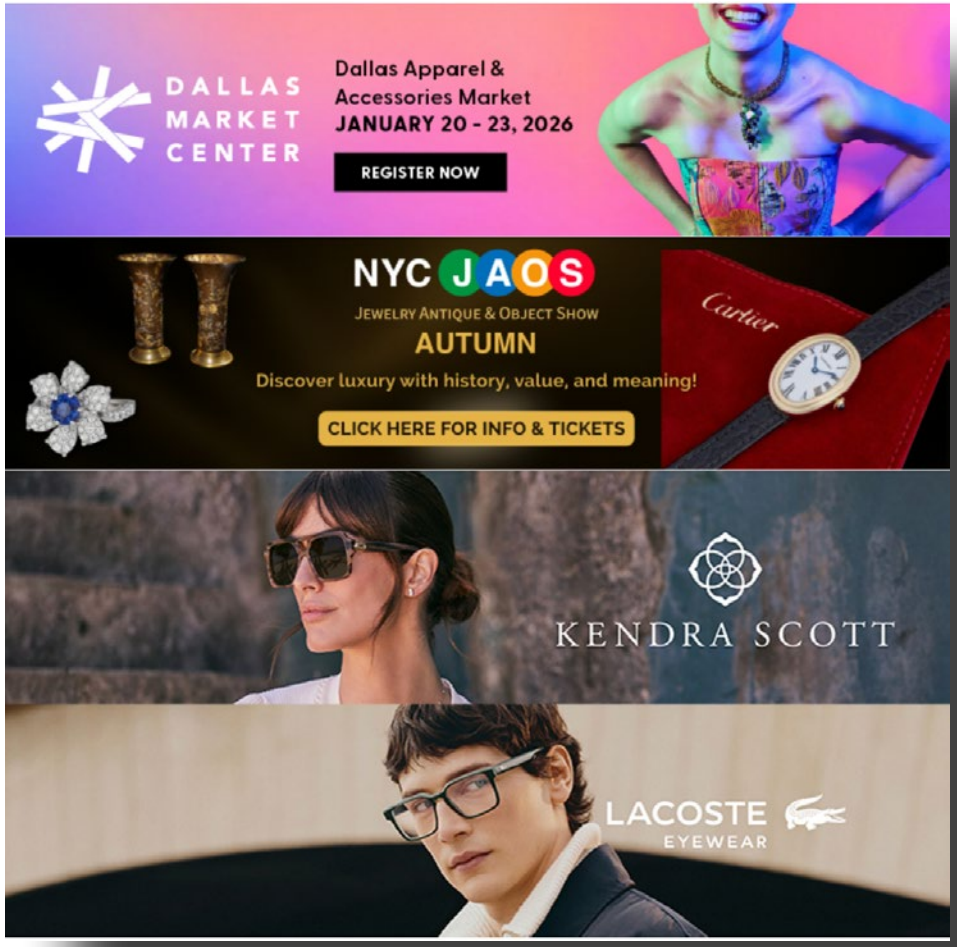
WITH BLEED 8.75" X 5.75"

All ads MUST be submitted in high- resolution PDF files.

All ads MUST be provided with O.125in bleed on all 4 sides.

Minimum resolution 300 DPI.

No native files will be accepted.



WEEKLY NEWSLETTER AD RATES

BANNER SPECS
TOP, MIDDLE OR BOTTOM OF NEWSLETTER

728 PIXELS WIDE X 180 PIXELS HIGH

AT 300 DPI

JPEG, .GIF, OR .PNG FILES

WEEKLY NEWSLETTER
1 BANNER: $500

2 BANNERS: $850

BUNDLE VARIETIES AVAILABLE UPON REQUEST

MONTHLY NEW MEMBER
1 BANNER: $500

2 BANNERS: $850

BUNDLE VARIETIES AVAILABLE UPON REQUEST



THANK YOU

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