

AcEYE X 20/20
PRESENT

SPRING 2027 FASHION EDITION

DROP DATE
MARCH 4, 2027



WHY THE AC EYE JOINT ISSUE WITH 2O/2O IS GROUNDBREAKING — AND AN OPPORTUNITY NOT TO MISS

Building on a highly successful partnership, the Accessories Council, Vision Monday, and 2O/2O Magazine return for the third issue of AC EYE—uniting three of the industry's most influential voices in one powerful, future-focused editorial collaboration. With two issues behind us, this partnership continues to deliver the intelligence, reach, and storytelling that help brands navigate the evolving optical landscape and seize new opportunities.

In an industry shaped by rapid change and accelerating innovation, resilience, forward-thinking strategies, and meaningful partnerships are essential. AC EYE brings those priorities into focus, connecting the worlds of fashion and optical while creating new opportunities for brands to inform, inspire, and engage.

For decades, Jobson's flagship publications, 2O/2O Magazine and Vision Monday, have set the standard for news, education, and market leadership in optical. Combined with the Accessories Council's dynamic editorial platform and fashion-driven storytelling, AC EYE delivers a distinctive mix of industry insight, creativity, and cross-category relevance.

Our third issue builds on that foundation, supported by a multichannel platform spanning print, digital, custom content, continuing education, and high-impact events. Together, we offer brands compelling ways to reach the eyecare and eyewear community across the platforms professionals trust most.

This collaboration has grown into a powerful industry partnership—and an opportunity for brands to strengthen their presence at the intersection of fashion, retail, innovation, and eyecare. With each issue, we deepen those connections and expand the conversation about what comes next.

Be part of the third issue of AC EYE. Join a successful collaboration, connect with an influential audience, and put your brand at the center of the industry's next chapter.





20/20 is the industry leader in reach, readership and results. With the largest circulation in the optical arena and full market reach, 20/20 is the number one influencer in purchasing decisions for frames, sunwear, spectacle lenses and retail displays.

AC EYE celebrates the artistry, innovation, and style that define today's eyewear landscape. With bold, fashion-forward photography and editorial storytelling that resonates deeply with retailers, designers, and consumers alike, AC Eye bridges the worlds of accessories and optical. The reach extends across the fashion, retail, and lifestyle ecosystem, influencing purchasing decisions, spotlighting trends, and elevating the brands shaping what's next in eyewear.



PROVEN GLOBAL IMPACT

· UNIQUE PARTNERSHIP TO OFFER UNPARALLELED BRAND EXPOSURE

· LONG LASTING INTERACTIVE DIGITAL ISSUE

· PRINT COPIES DURING MARKET WEEK

· INTERNATIONAL READERSHIP



UNIQUE ADVERTISING VALUE

· HIGHLY TARGETED READERSHIP: OPTICAL PROFESSSIONALS, FASHION INSIDERS, RETAILERS, FASHION OPTICAL/SUN BUYERS

· CAPABILITY TO UPDATE LINKS—MAXIMIZING CAMPAIGN LONGEVITY

· SOCIAL MEDIA OUTREACH

· HIGHLY INTERACTIVE WITH CONSUMER APPEAL

· FASHION SHOW INCLUSION (One Frame per ad page)





WHAT TO EXPECT

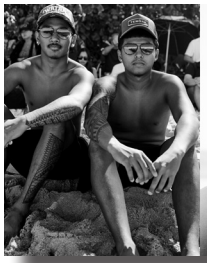
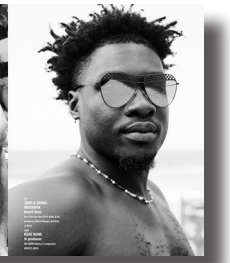
EDITORIAL & VISUAL IMPACT

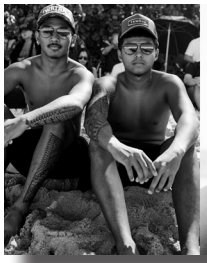
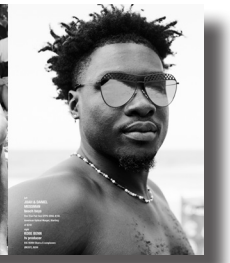
- Fashion imagery and editorial integration throughout the issue
- Opportunity to submit products for editorial consideration
- Stunning photography highlighting the intersection of fashion and eyewear
- Trend-driven layouts inspired by the runway, luxury accessories, and emerging design

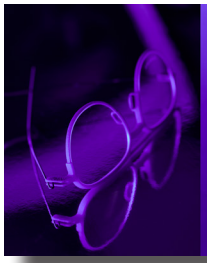
INSIGHTFUL STORIES & MARKET INTELLIGENCE

- Executive profiles and industry leaders shaping the future of eyewear
- Brand stories spotlighting innovation, craftsmanship, and growth
- Fashion and optical trend coverage
- Industry insights, consumer trends, statistics, and market data
- Coverage of the evolving relationship between eyewear, fashion, beauty, and technology



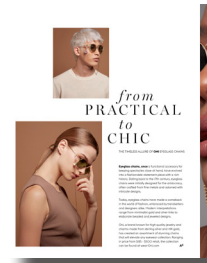














DIGITAL REACH

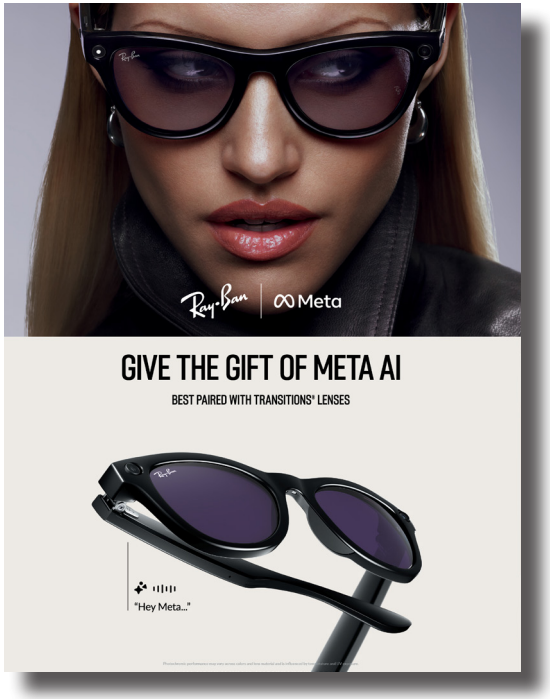
20/20 MAGAZINE – 2020MAG.COM

- 58K monthly pageviews
- 31K monthly users
- 1.9K pageviews per minute (monthly aggregate)
- 48K email recipients
- 85K social followers

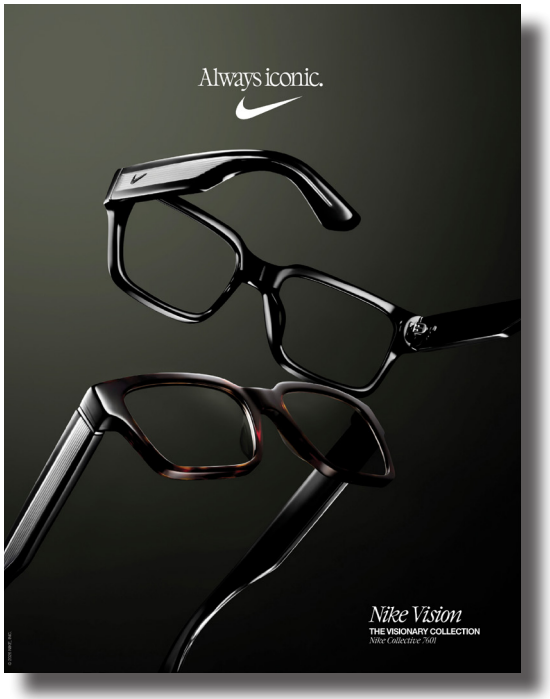
AC EYE – ACCESSORIESCOUNCIL.ORG

- 190K pageviews in just two issues
- Readers in 45 countries
- 50K email recipients
- Thousands of direct digital clicks to purchase
- 64K social followers
- Digital issue permanently archived on the AC website

AC EYE X 20/20 NEW YORK EYEWEAR DESIGN WEEK—100K PAGE VIEWS IN THE FIRST MONTH!









ADVERTISING RATES

SPREAD: $7,000
FULL PAGE: $5,000
1/2 PAGE: $2,000

WHAT'S AHEAD:

DROP DATE:
MARCH 4, 2027

CREATIVE DUE DATE:
FEBRUARY 19, 2027



CONTACT INFORMATION:

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