

AC[®]

ACCESSORIES COUNCIL MAGAZINE

THE VOICE OF THE INDUSTRY

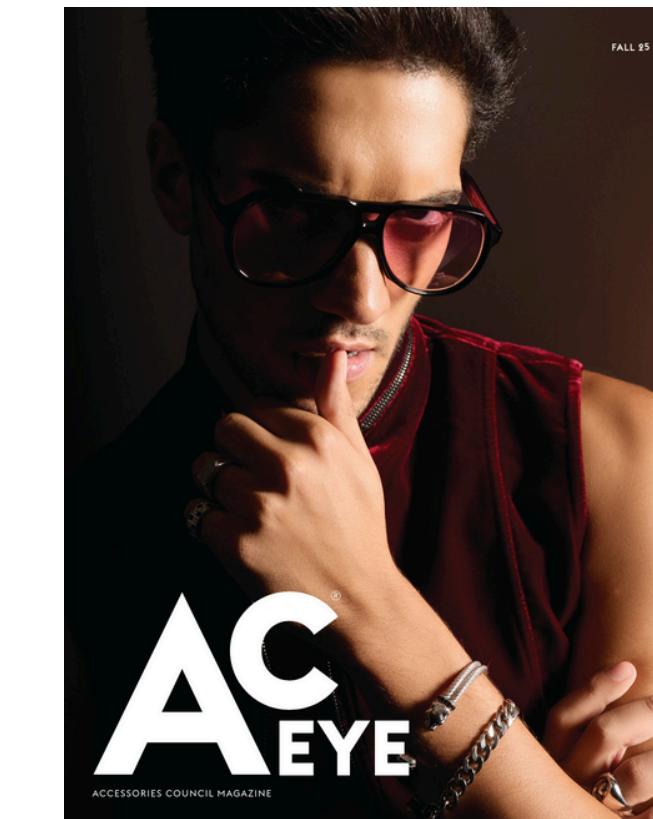


WINTER 26



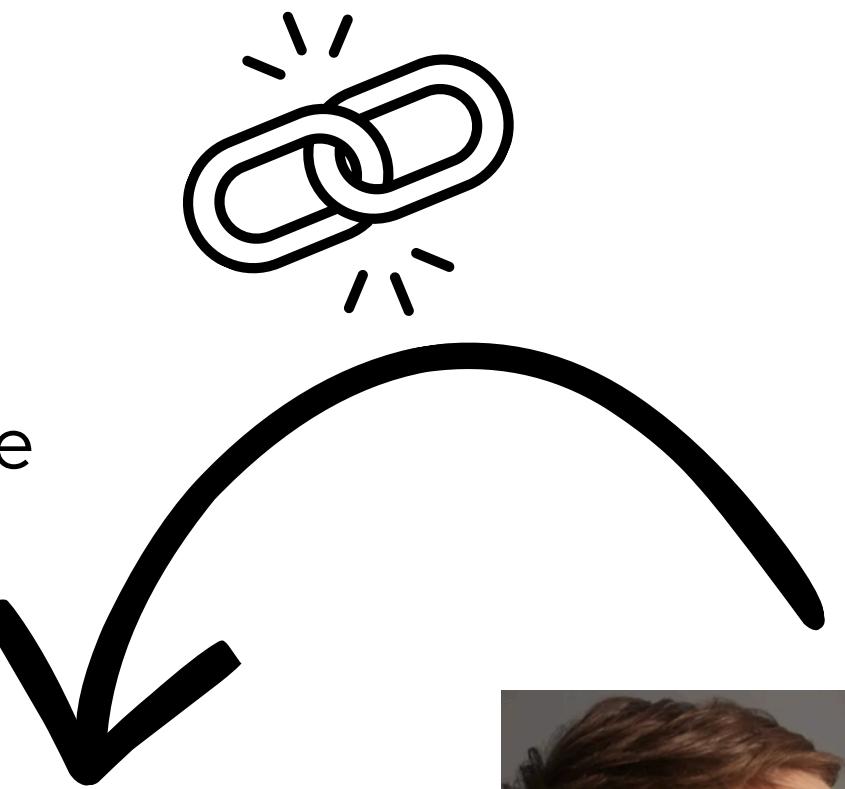
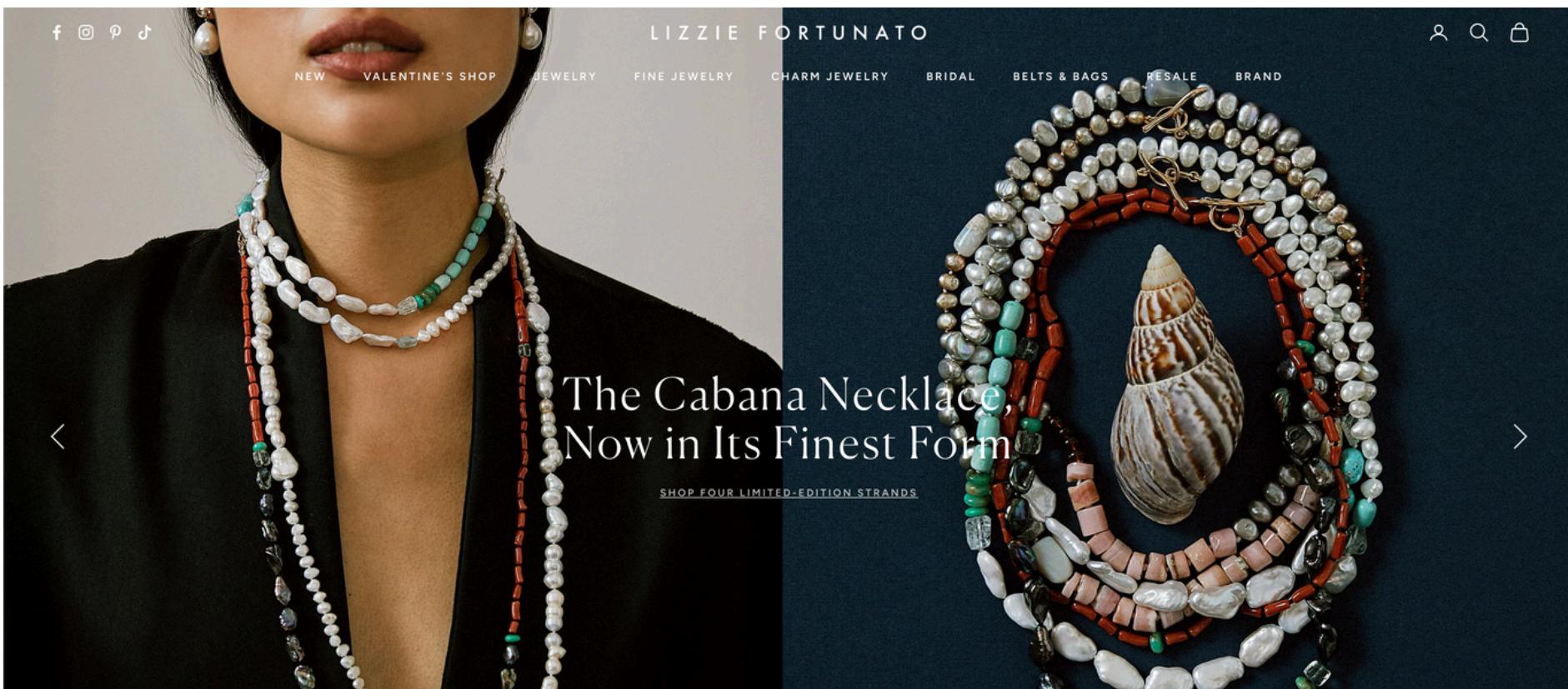
Ac MAGAZINE

- 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.



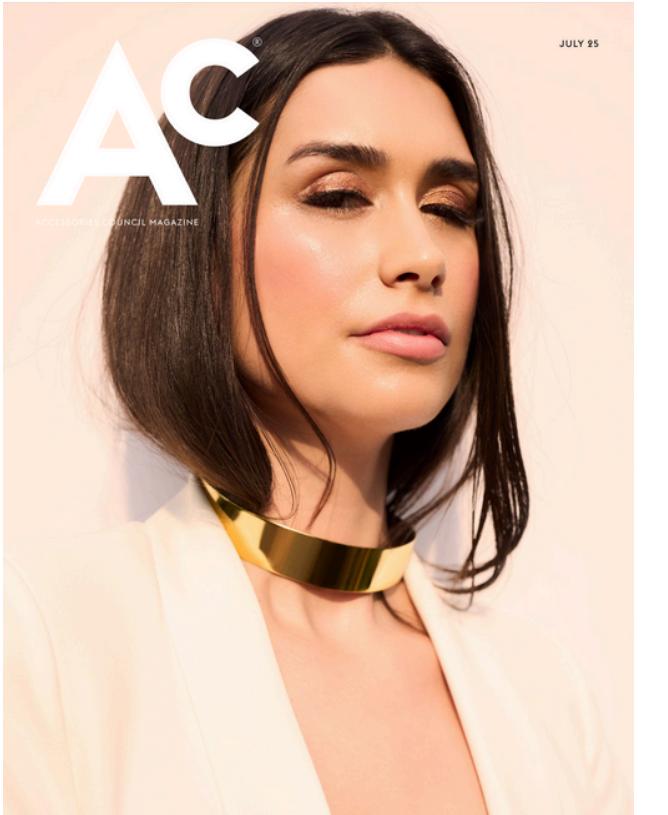
THE MAGAZINE

- Interactive with links that drive traffic, encourage direct- to-consumer sales, and provide additional insights.
- The Ac puts thought-provoking content into the hands of decision-makers, raising the bar on hybrid publishing.



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.



ADVERTISING BENEFITS

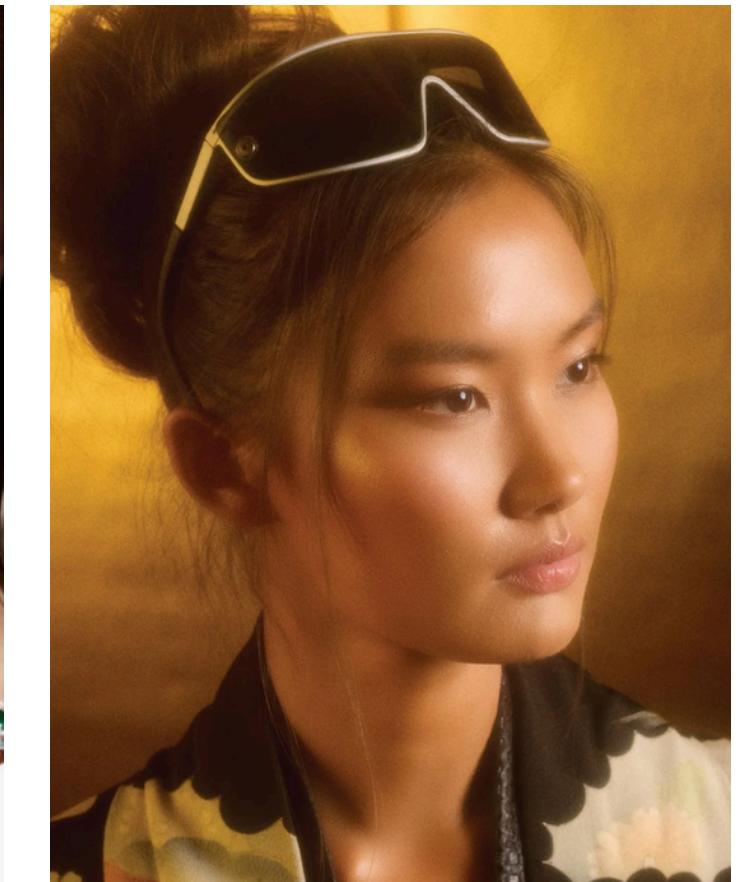
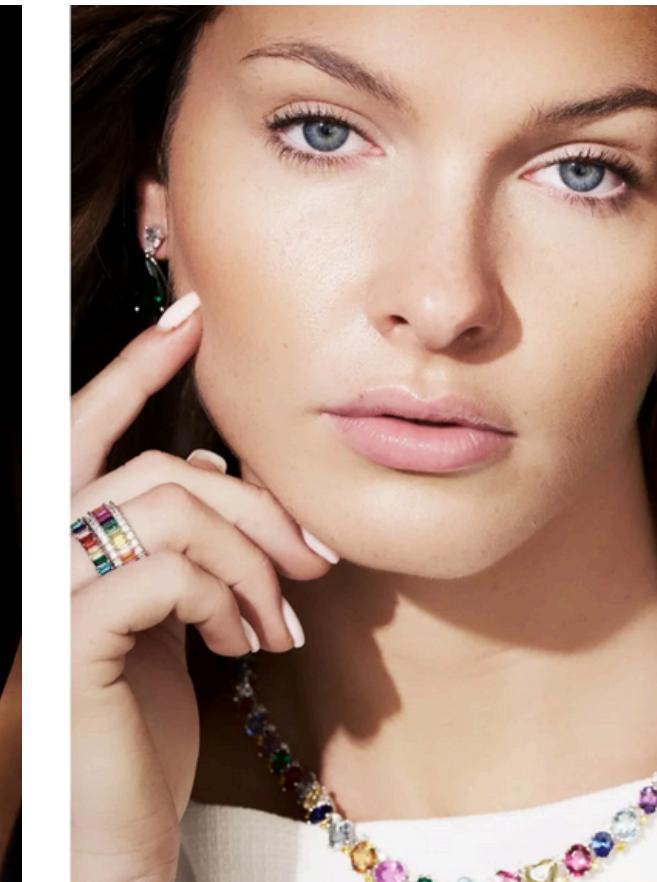
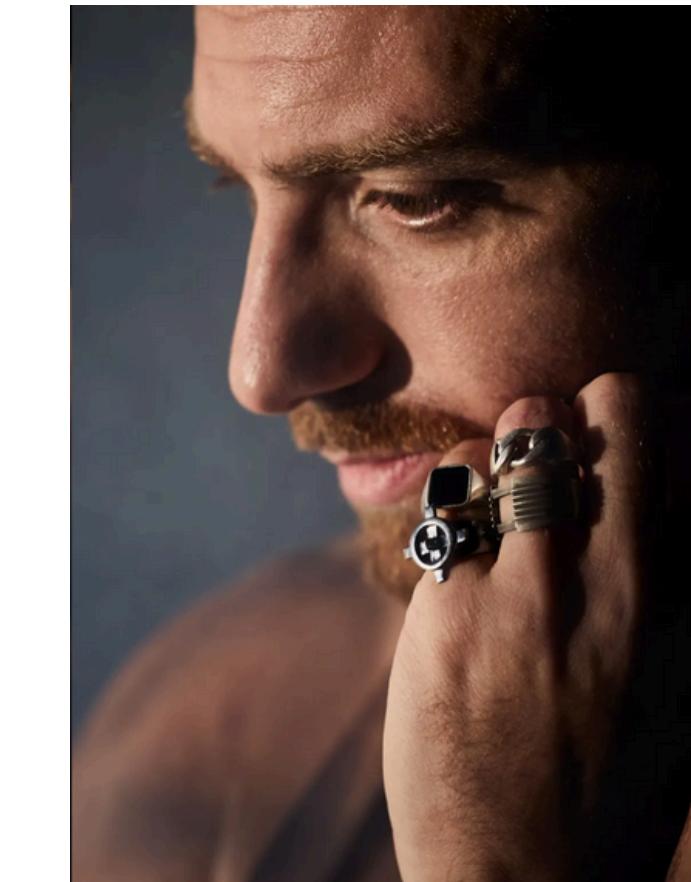
The upside of advertising with Ac Magazine includes:

- 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

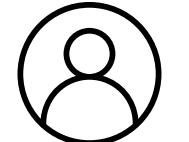
- Use of diverse models
- Storytelling depth
- Shopability
- High-end photography
- Your editorial expertise
- Connection to Ac events & community



READERSHIP



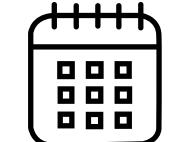
4.6M+ Views



200K+ Unique Readers



70K+ Social Followers

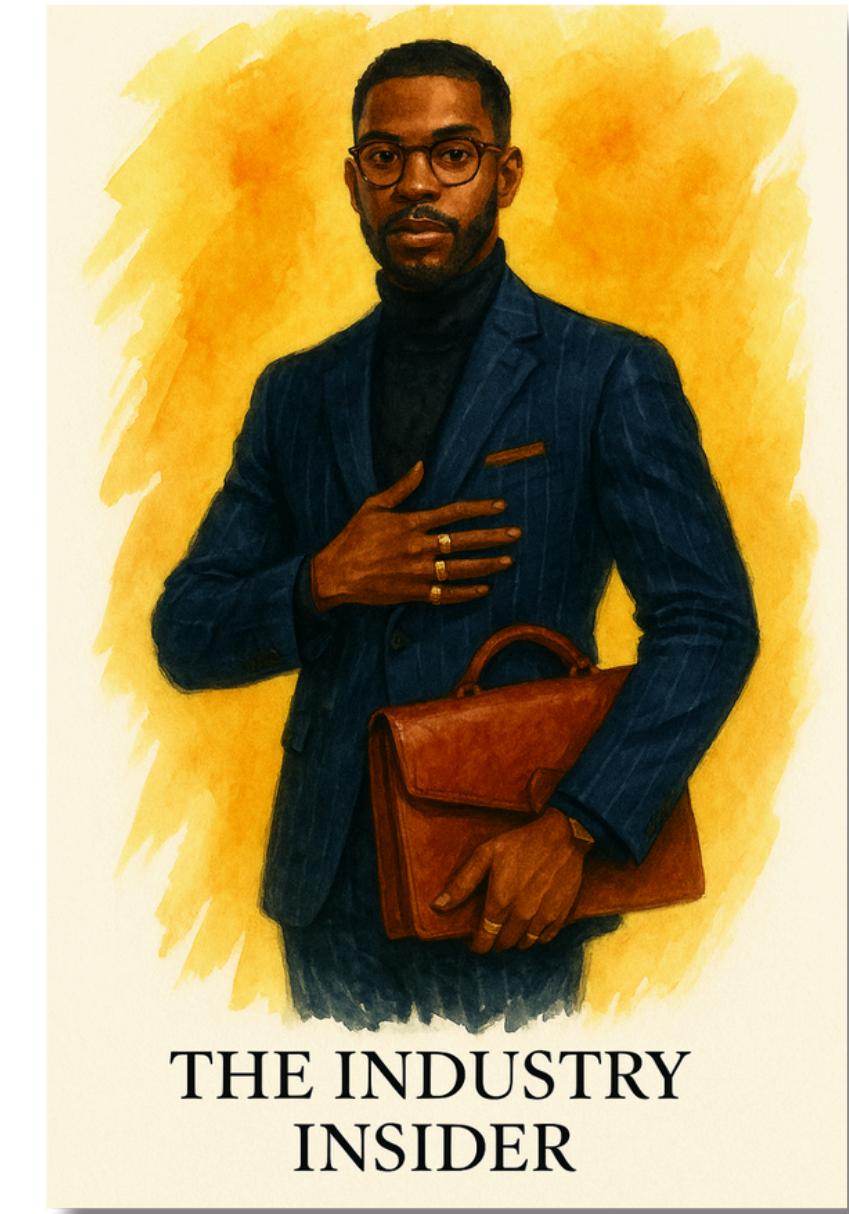
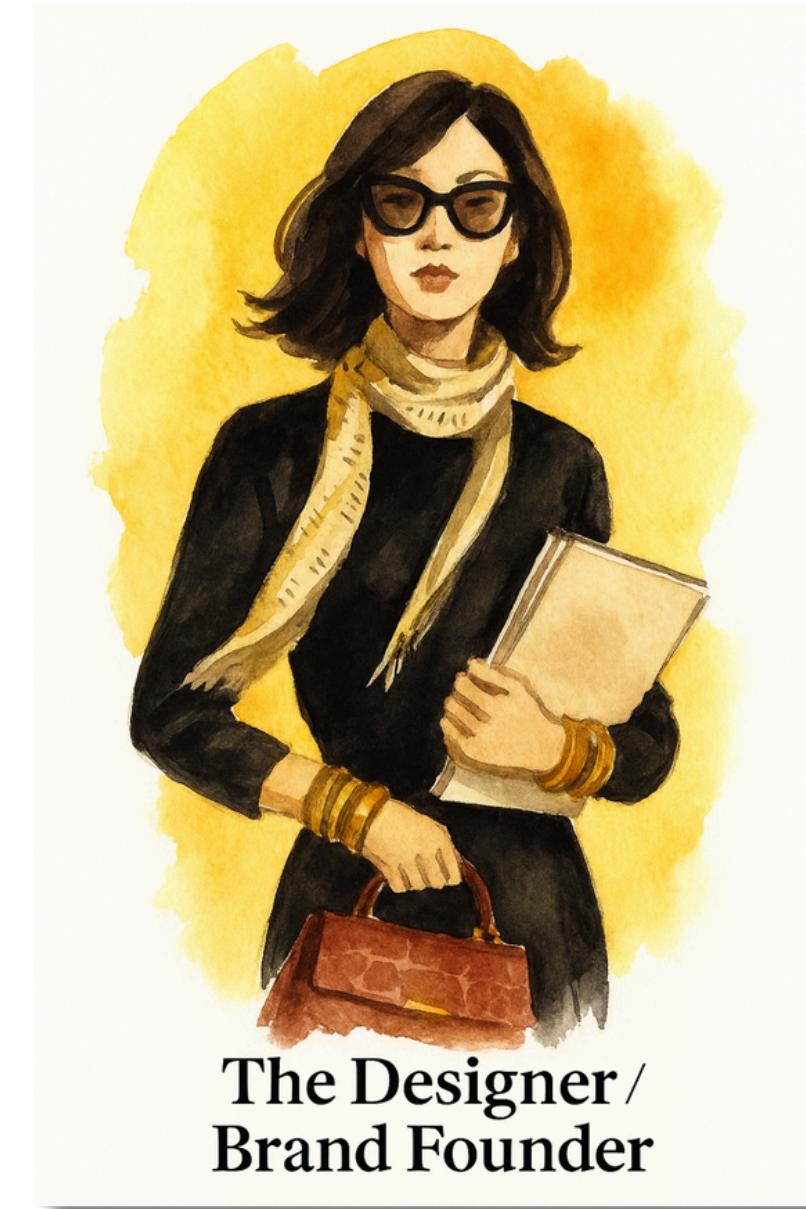


50k+ Weekly Readers

- 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.



READER PROFILE

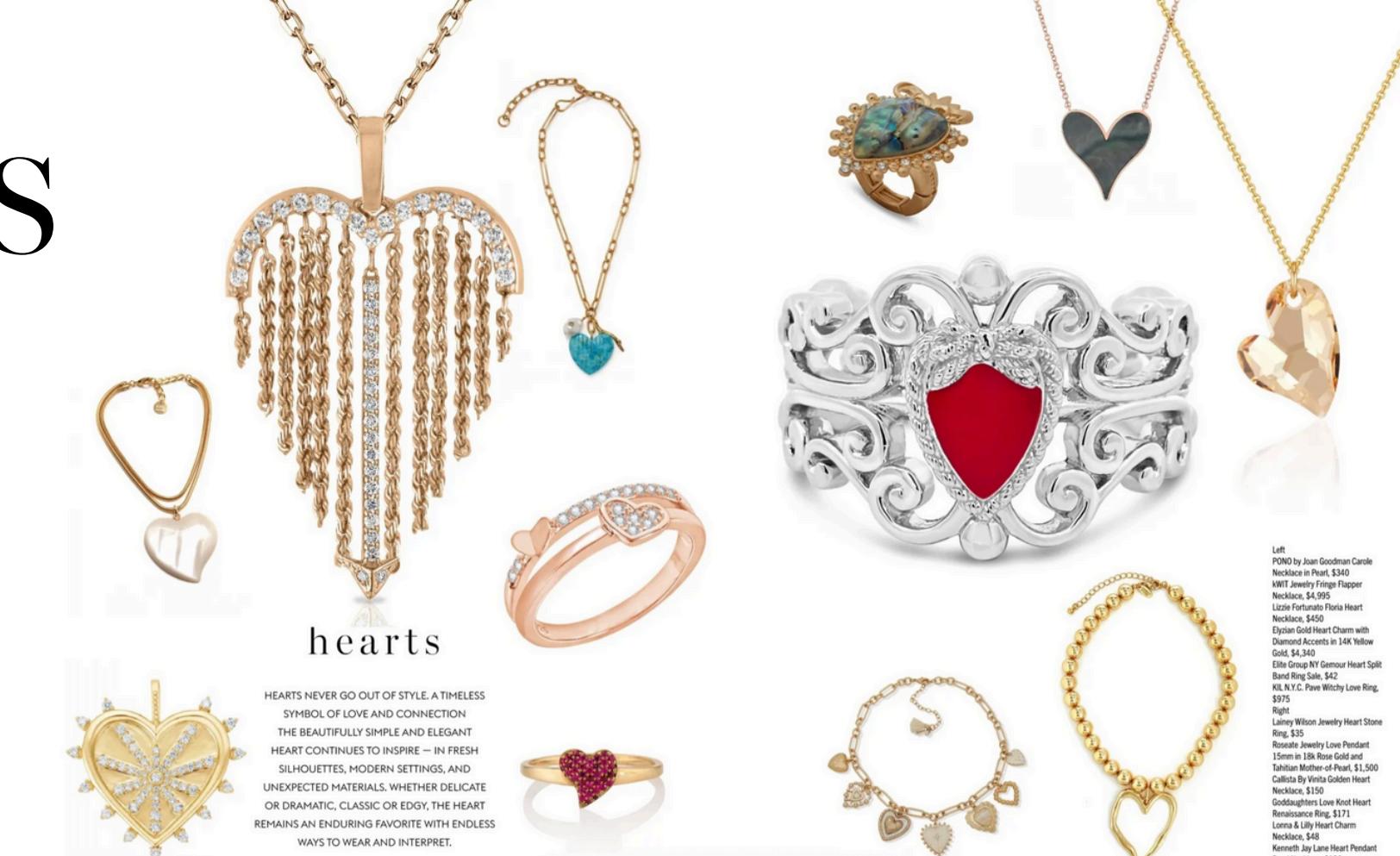


KEY AUDIENCE INSIGHTS

- Targeted reach taps top-tier professionals, fashion enthusiasts, retailers, buyers, and industry insiders.
- Advertising in Ac Magazine puts your content in front of a discerning, dedicated audience.

HIGH ENGAGEMENT

- Ac Magazine's readers are highly engaged and interact consistently with both editorial content and advertisements.
- The publication has a proven track record of driving and fostering brand recognition and potential sales.





DISTRIBUTION

Ac Magazine has a global audience catering to readers in over 100 countries - including all of North America, the EU, and Asia.

- **TOP COUNTRIES:**

- US, India, Italy, Austria, and Japan.

- **TOP STATES:**

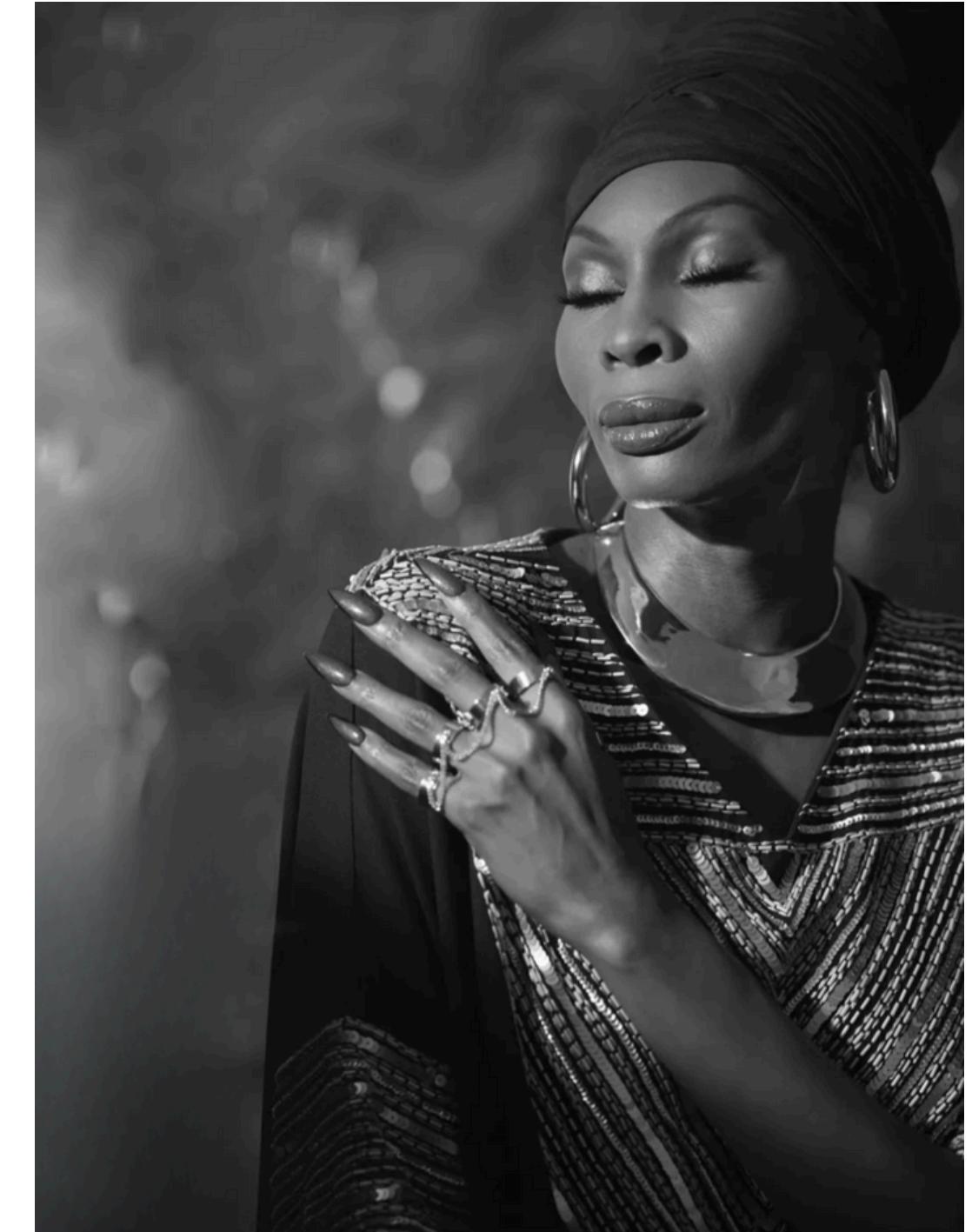
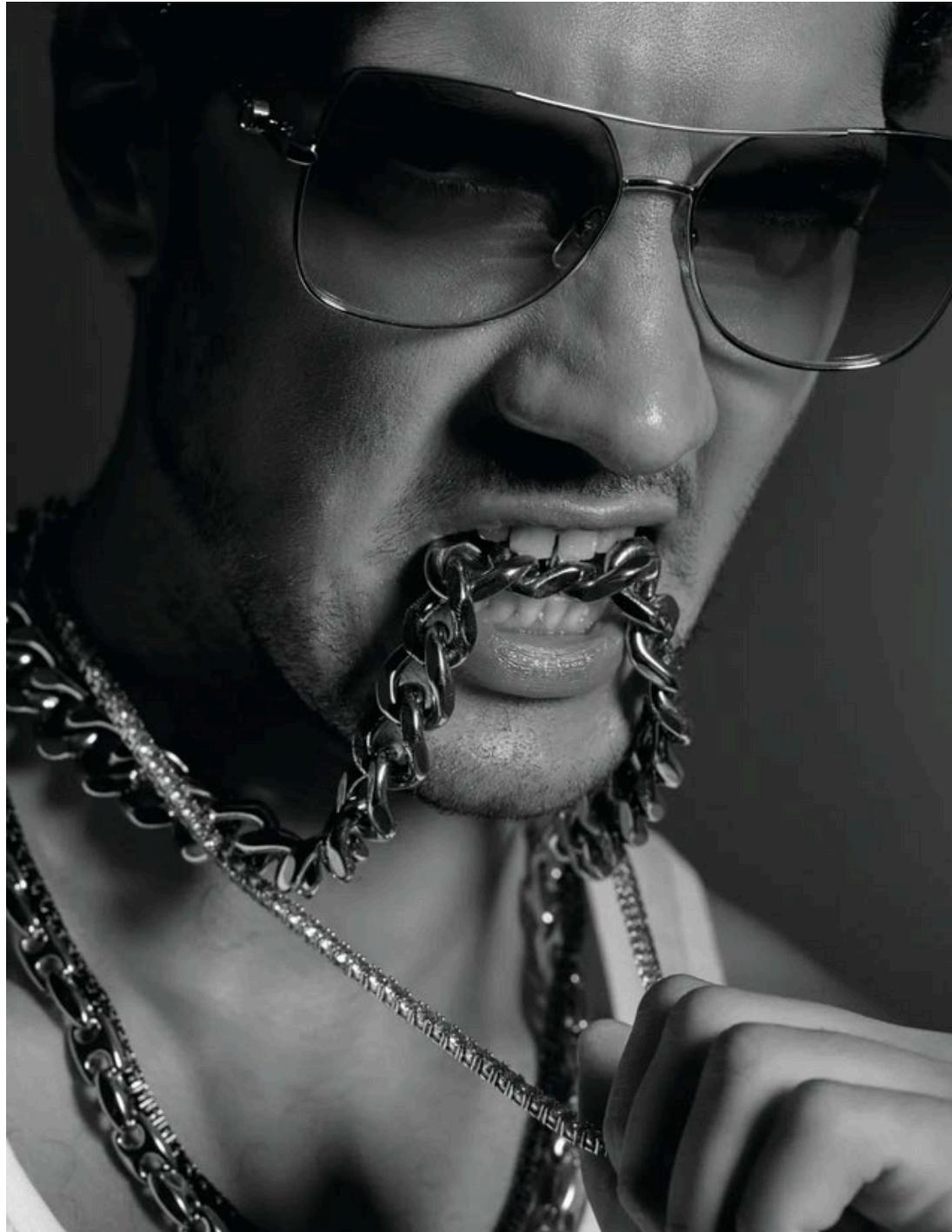
- New York, California, New Jersey, Texas, Florida, Pennsylvania, Virginia, Illinois, Massachusetts, North Carolina, Washington, Colorado, Iowa, Connecticut, Wyoming, Georgia, Michigan, Maryland, Ontario, Ohio, Rhode Island, Arizona, and Missouri.

- **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.

HIGH QUALITY PHOTOGRAPHY

- The stunning editorial - including unique visual style and thought-provoking content supports and enhances your ad placements.



SEO, REACH, AND SOCIAL

SEO UPDATES:

- Upgraded tools to enhance content discoverability.
- New 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:

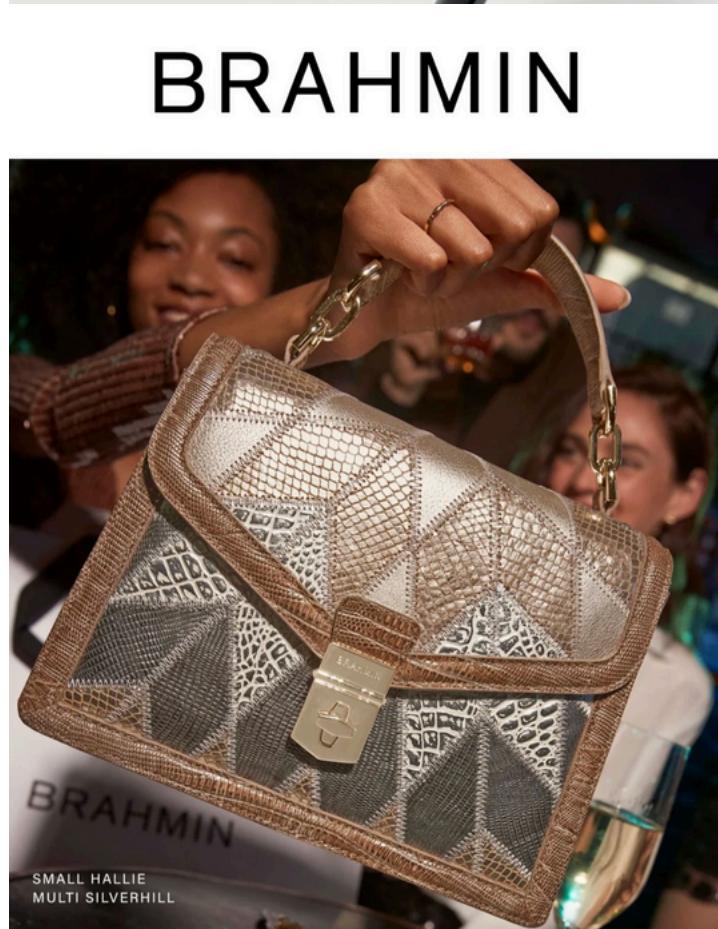
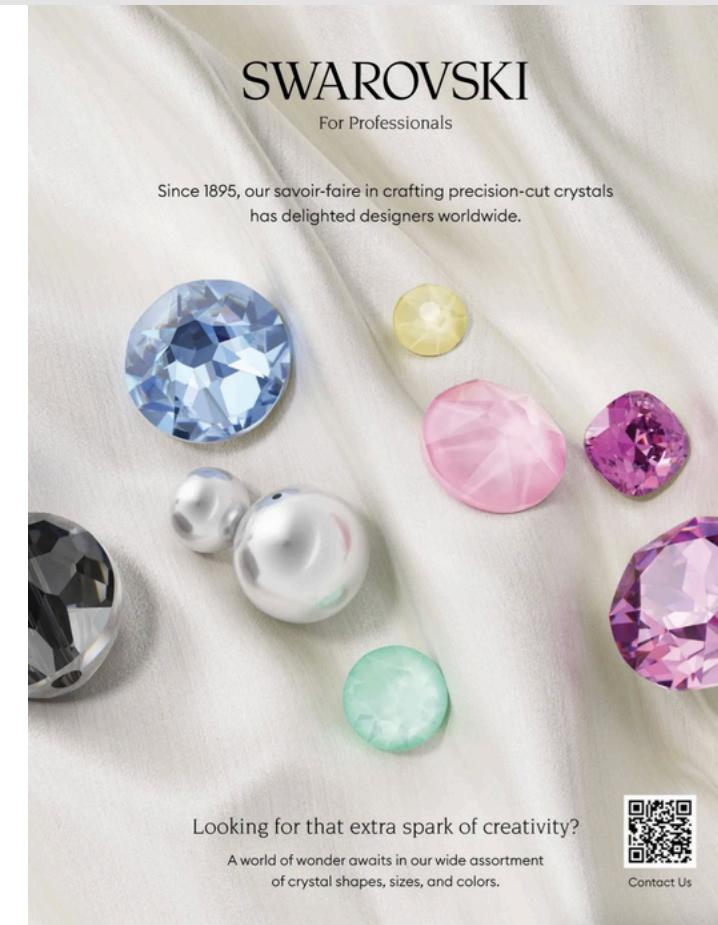
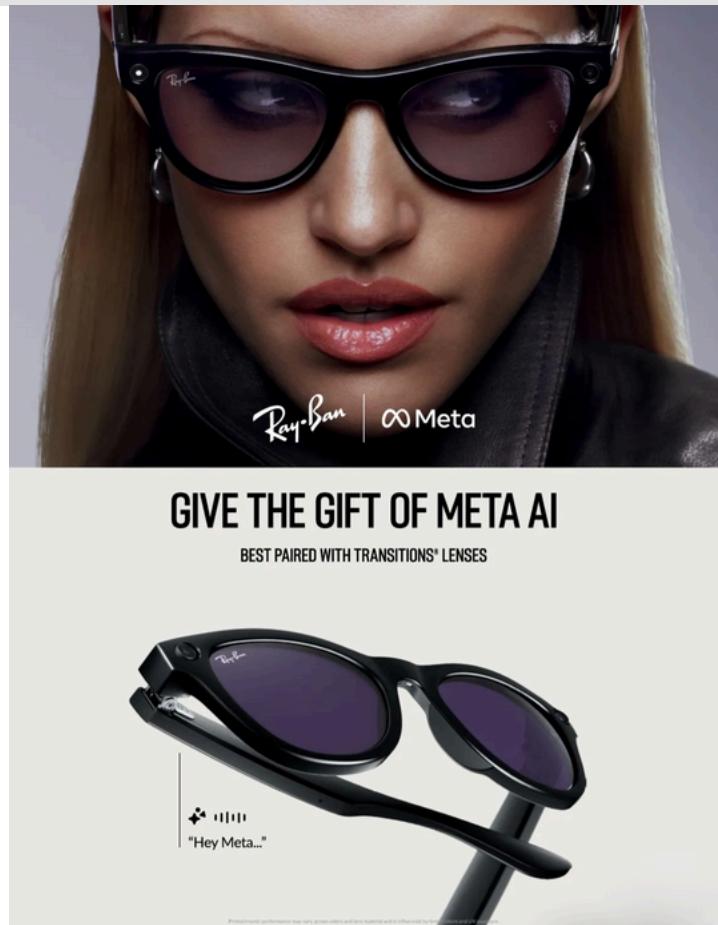
- Newsletters and email blasts delivered to curated list of retailers, designers, wholesalers, and consumers.
- Two weekly emails highlight magazine content and drive readership.
- Weekly general newsletter drops to over 50K every Tuesday
- Retailer-only newsletter drops to over 5K bi-weekly on Thursdays.

SOCIAL MEDIA:

- Over 70K+ followers total across all of the Accessories Council platforms.



THE COMPANY YOU KEEP



PAID CONTENT OPPORTUNITIES

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

INDUSTRY PERSPECTIVE

DESIGN LEADERSHIP IN GLOBAL ACCESSIBLE LUXURY HANDBAGS



BY FILOMENA ROMA

HANDBAG DESIGNER, INDUSTRY EXPERT, AND PIONEER OF ACCESSIBLE LUXURY

Within the global fashion ecosystem, Made in Italy handbags continue to represent a reference point for excellence, defined not only by craftsmanship but by the expertise required to design, develop, and position leather goods at the highest tier of the market. Within this category, value is increasingly generated through design leadership and strategic vision — capabilities that shape how premium handbags are conceived, positioned, and sustained within a global fashion economy.

At the highest level of handbag design, excellence is driven by technical and structural intelligence. Decisions regarding materials, construction

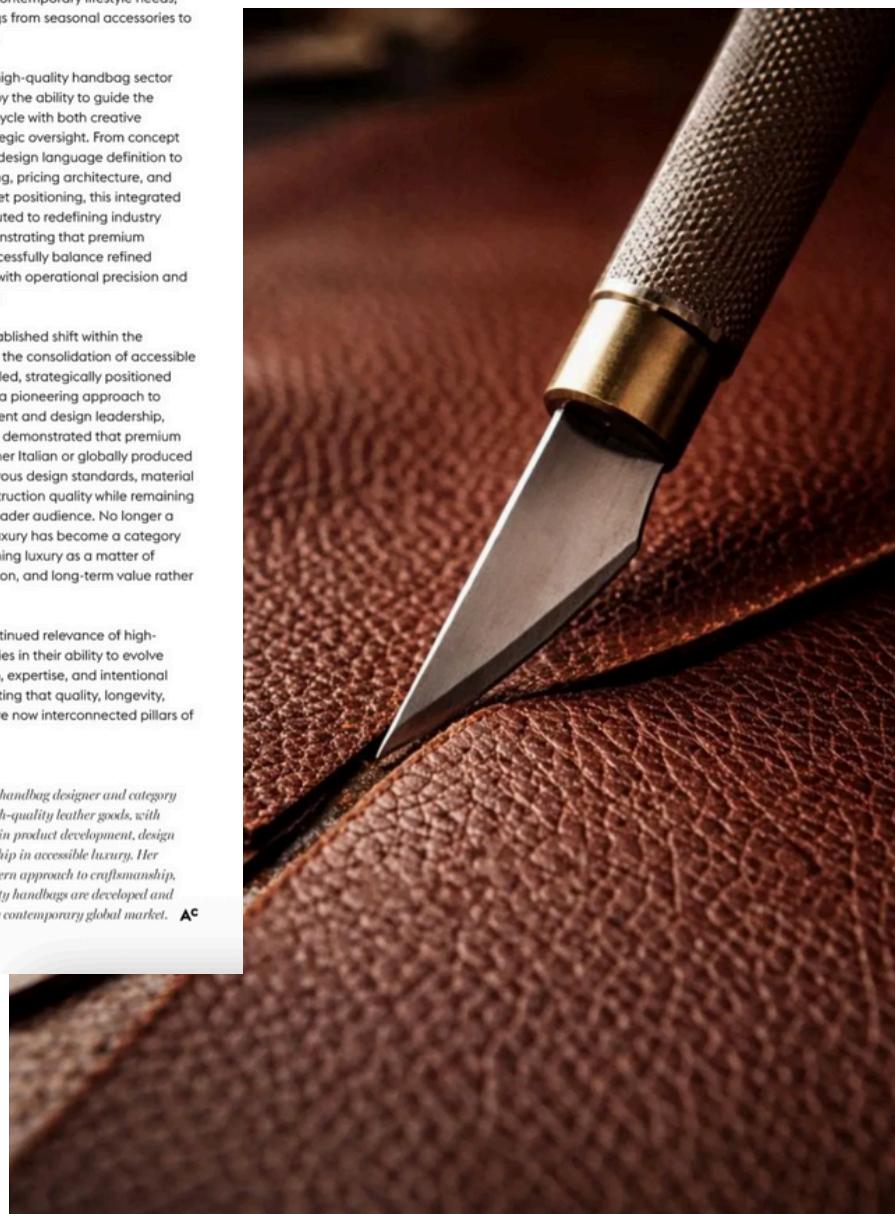
methods, proportions, and functional detailing directly influence durability, comfort, and long-term performance. A category-defining approach integrates these elements with a clear understanding of contemporary lifestyle needs, elevating handbags from seasonal accessories to enduring products.

Leadership in the high-quality handbag sector has been shaped by the ability to guide the entire product lifecycle with both creative authority and strategic oversight. From concept development and design language definition to product engineering, pricing architecture, and international market positioning, this integrated model has contributed to redefining industry standards — demonstrating that premium handbags can successfully balance refined design expression with operational precision and commercial clarity.

A defining and established shift within the category has been the consolidation of accessible luxury as a design-led, strategically positioned model. Shaped by a pioneering approach to product development and design leadership, this framework has demonstrated that premium handbags — whether Italian or globally produced — can uphold rigorous design standards, material integrity, and construction quality while remaining attainable to a broader audience. No longer a trend, accessible luxury has become a category benchmark, reframing luxury as a matter of intelligence, intention, and long-term value rather than excess.

Ultimately, the continued relevance of high-quality handbags lies in their ability to evolve through leadership, expertise, and intentional design, demonstrating that quality, longevity, and accessibility are now interconnected pillars of modern luxury.

About the Author
Filomena Roma is a handbag designer and category expert focused on high-quality leather goods, with extensive experience in product development, design strategy, and leadership in accessible luxury. Her work pioneers a modern approach to craftsmanship, redefining how quality handbags are developed and positioned within the contemporary global market. **AC**



PLATINUM BORN



FROM ETERNAL LOVE TO EVERYDAY LUXURY

ONCE RESERVED FOR ROYALTY AND WEDDING RINGS, PLATINUM IS STEPPING INTO THE MODERN WOMAN'S EVERYDAY WARDROBE

BY KAREN GIBERSON



My wedding band tells the story better than any marketing campaign ever could. It's a delicate eternity band that was originally set in 14k white gold. After losing my fourth diamond, my husband decided enough was enough and had it reset in platinum. Since then, despite an active lifestyle, I haven't lost a single stone — and the metal's color has never changed. It looks today as luminous as the day I slipped it back on my finger. My experience with platinum has been nothing short of exceptional.

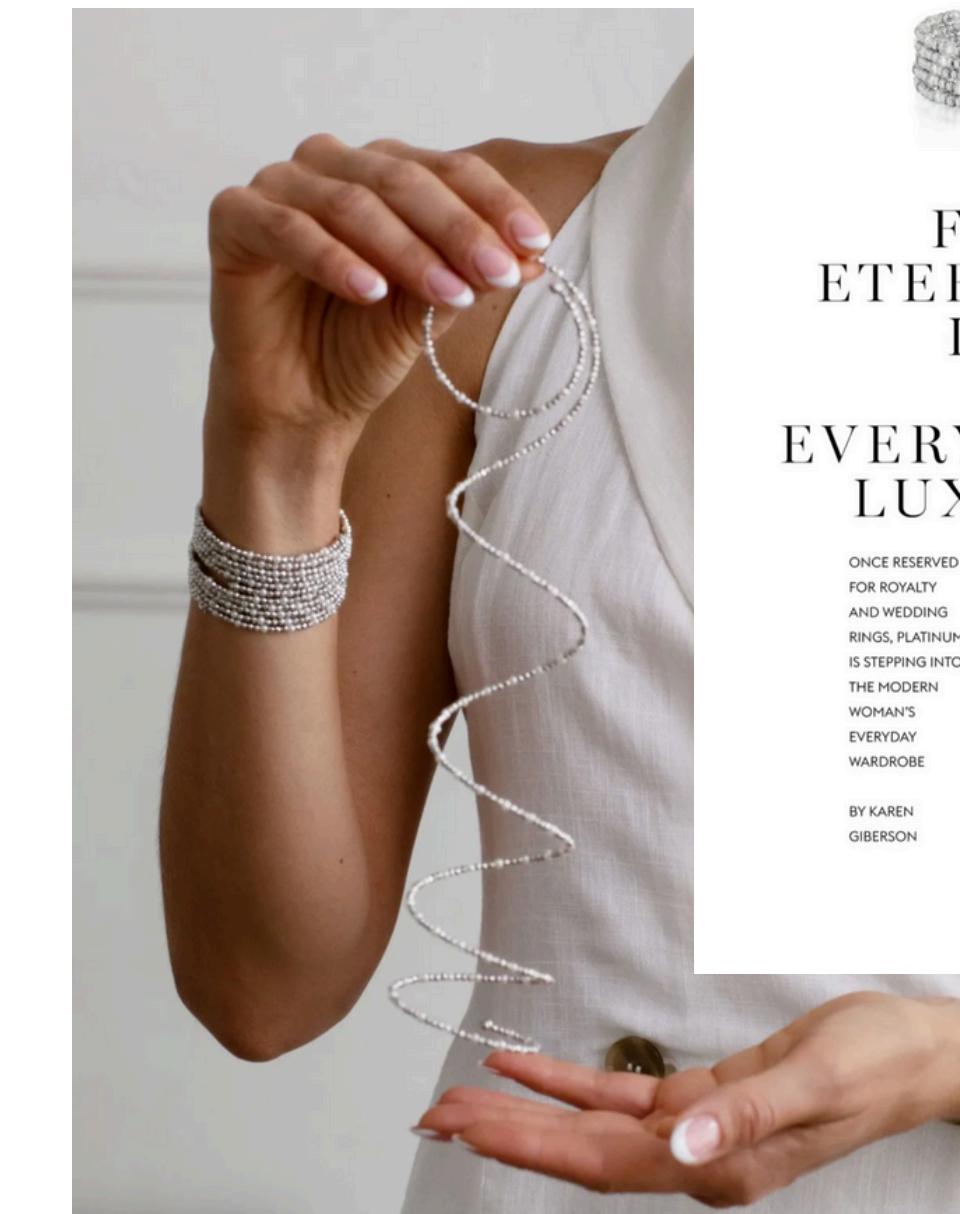
That, as Jenny Luker, president of Platinum Guild International USA (PGI USA), will tell you, is no accident. Luker has spent three decades promoting and protecting platinum's place in fine jewelry and has led PGI USA since 2016. "Platinum is truly the metal made to last," she said. "It's stronger, purer, and more enduring than anything else in the jewelry world."

FROM HERITAGE TO INNOVATION

Platinum was formally identified as an element in the 18th century, when Spanish explorers discovered a silvery-white metal they dismissed as *platina*, or "little silver." Its extraordinarily high melting point made it nearly impossible to work with, and for decades it remained more a curiosity than a craft material. By the late 1800s, however, advances in metallurgy finally allowed master jewelers — most notably Cartier — to harness its strength and luster. Fittingly, legend has it that King Louis XIV once proclaimed platinum "a metal made for kings."

From there, its ascent was unstoppable. By the Edwardian era, platinum had become the material of choice for lace-like settings that made diamonds appear to float on air. During the Art Deco period, its crisp white tone perfectly suited the geometric glamour of the age, used by fine jewelry houses including Cartier, Tiffany & Co., and Van Cleef & Arpels. Even Queen Elizabeth II's coronation crown gleamed with platinum, underscoring its royal pedigree.

Today, Luker noted, platinum continues to



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



KAMARIA

surviving and thriving



Kamaria founders: Ellie Clougherty and Kristen Malinowski

As headline after headline fills the news cycle with stories of sexual abuse and social injustice, two female co-founders are doing something about it. Ellie Clougherty and Kristen Malinowski, both survivors of assault in college, have created one of the only nonprofits that gives direct financial assistance to other student survivors through the sales of their jewelry company, Kamaria.

Their journey began when Ellie left Stanford University to begin therapy to treat her PTSD. She was determined to finish her class requirements to graduate, but she was enrolled in a silversmithing class and no longer had access to the workshop. To finish her course, she invested in the tools required to work from home, and never stopped. As part of her healing, she made jewelry by hand as a creative outlet.

As she learned to assemble the components, she found purpose and began to rebuild her life. Her first piece was a Buddha amulet, a symbol of strength and protection.

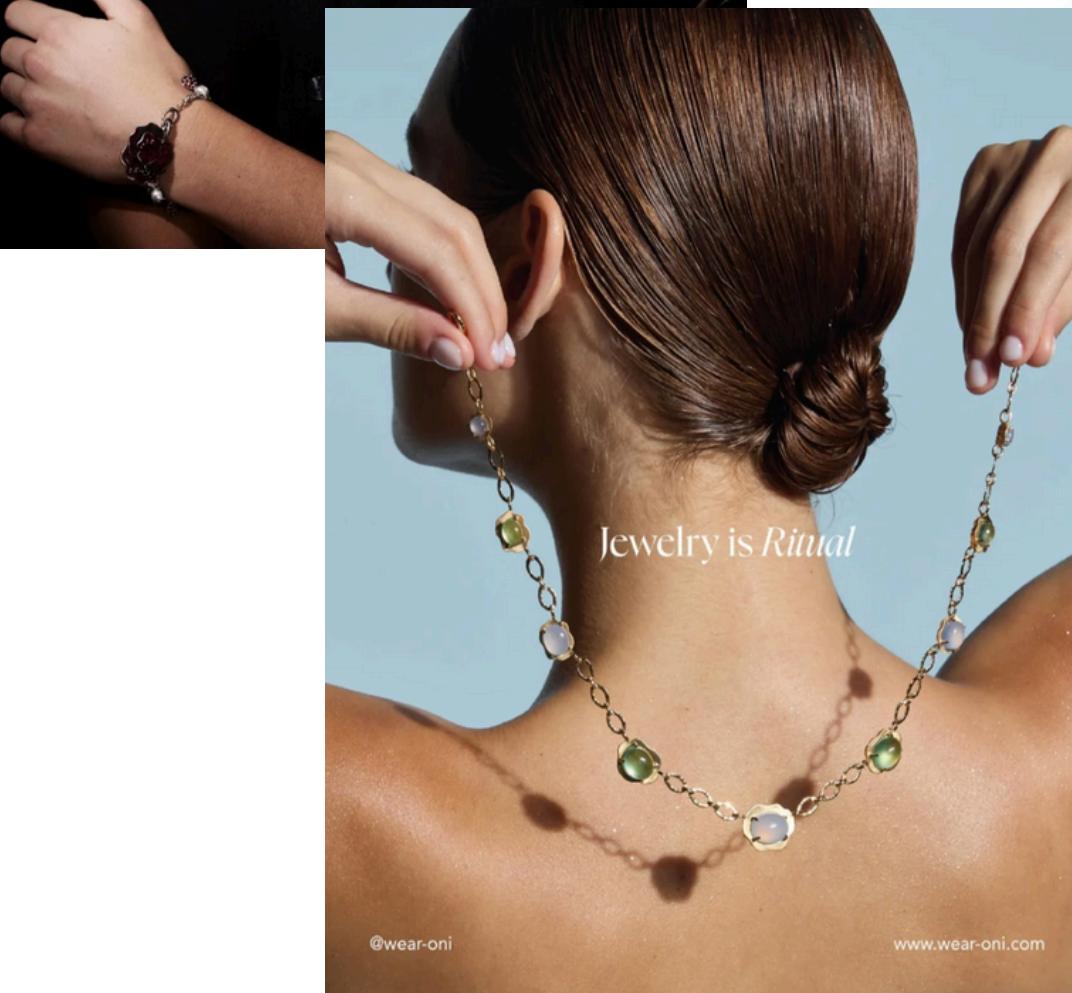
Joined by her cousin Kristen Malinowski, Ellie, and her mother Anne Clougherty, became crusaders, speaking out and testifying for survivors' rights on Capitol Hill, their hometown. Along the way, Ellie continued to make jewelry and gifted bracelets to other survivors she met as a symbol of solidarity. Inspired by the positive reaction to her designs, Ellie and Kristen, a recent graduate of the University of Virginia, teamed up to learn the jewelry trade.

Encouraged by Anne to get practical experience in the trade, the cousins headed to New York City, where they walked the diamond district to source materials and seek an apprenticeship. Their efforts landed them an invaluable 6-month training with John Pierre Kabbabe, who ran a jewelry academy. Under his tutelage, Ellie and Kristen received hands-on lessons in casting, wax-carving, and stone-setting.

TESTIMONIALS

"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



from
PRACTICAL
to
CHIC

THE TIMELESS ALLURE OF **ONI** EYEGLASS CHAINS

Eyeglass chains, once a functional accessory for keeping spectacles close at hand, have evolved into a fashionable statement piece with a rich history. Dating back to the 17th century, eyeglass chains were initially designed for the aristocracy, often crafted from fine metals and adorned with intricate designs.

Today, eyeglass chains have made a comeback in the world of fashion, embraced by trendsetters and designers alike. Modern interpretations range from minimalist gold and silver links to elaborate beaded and jeweled designs.

ONI, a brand known for high quality jewelry and charms made from sterling silver and 14K gold, has created an assortment of stunning chains that will elevate any eyewear collection. Ranging in price from \$125 - \$500 retail, the collection can be found at wear-Oni.com

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.

Jewelers Mutual
EST 1913

Choose to Turn Heads
Choose Jewelers Mutual

Jewelry like yours says only one thing: you don't follow trends—you set them. Break from the crowd with a personal jewelry insurance policy designed to keep your pieces safe from loss, theft, damage and disappearance, even while traveling worldwide.

INSURE YOUR JEWELRY
Visit JewelersMutual.com to learn more.

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ADVERTISEMENT RATES

MEMBERS:

- 2-PAGE SPREAD: \$5,000
- FULL PAGE: \$3,000
- HALF PAGE: \$1,500
- MARKET GUIDE LISTING: COMPLIMENTARY

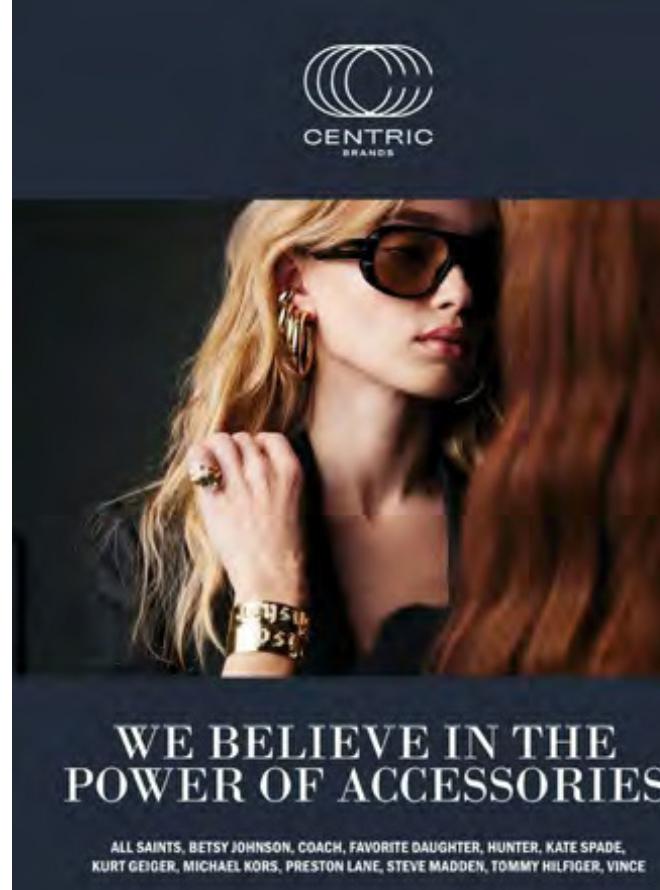
NON-MEMBERS:

- 2-PAGE SPREAD: \$6,000
- FULL PAGE: \$4,000
- HALF PAGE: \$2,000
- MARKET GUIDE LISTING: \$150



DEADLINES

WINTER/HANDBAG
NEW YORK EYEWEAR DESIGN
SPRING/MOTHER'S DAY GIFT
GUIDE ACE
JEWELRY
SUMMER
FALL/DESIGNER
HOLIDAY GIFT GUIDE TBD
JEWELRY



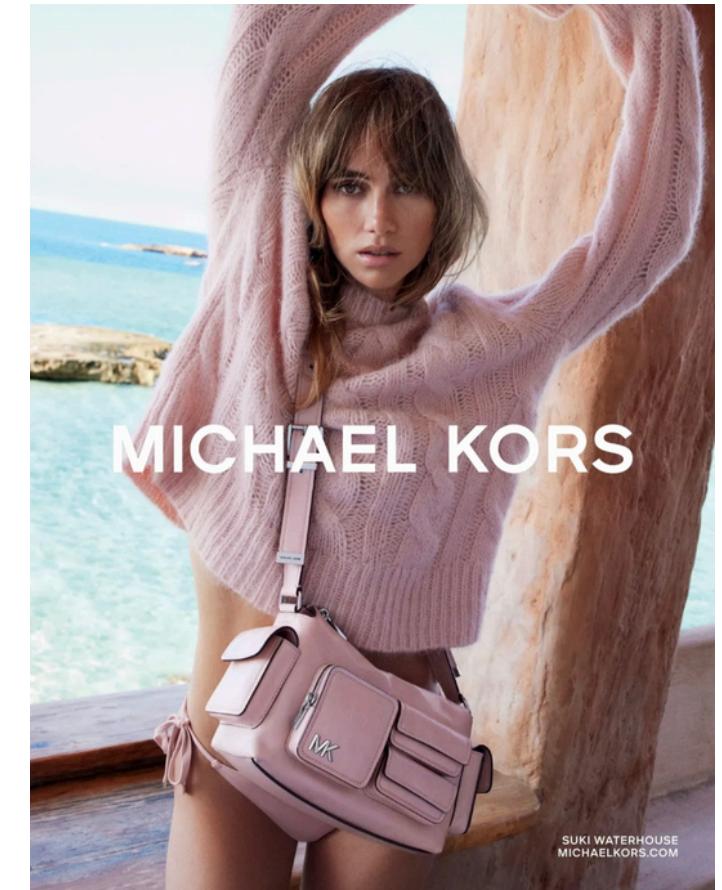
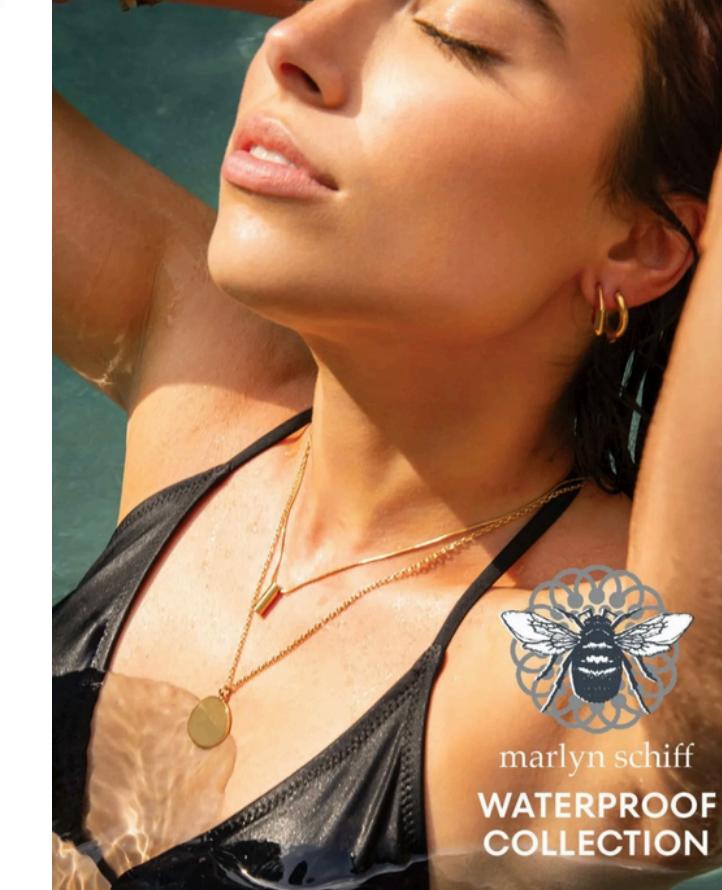
CLOSING DATES

1/10/2026
1/22/2026
3/12/2026
4/17/2026
5/15/2026
6/1/2026
7/2026
9/2026
10/2026



DROP DATES

1/20/2026
2/11/2026
3/23/2026
5/5/2026
5/26/2026
6/22/2026
8/2026
10/2026
11/2026



ADVERTISEMENT RATES

2-PAGE SPREAD:

- TRIM 17"X11"
- WITH BLEED 17.25" X 11.25"

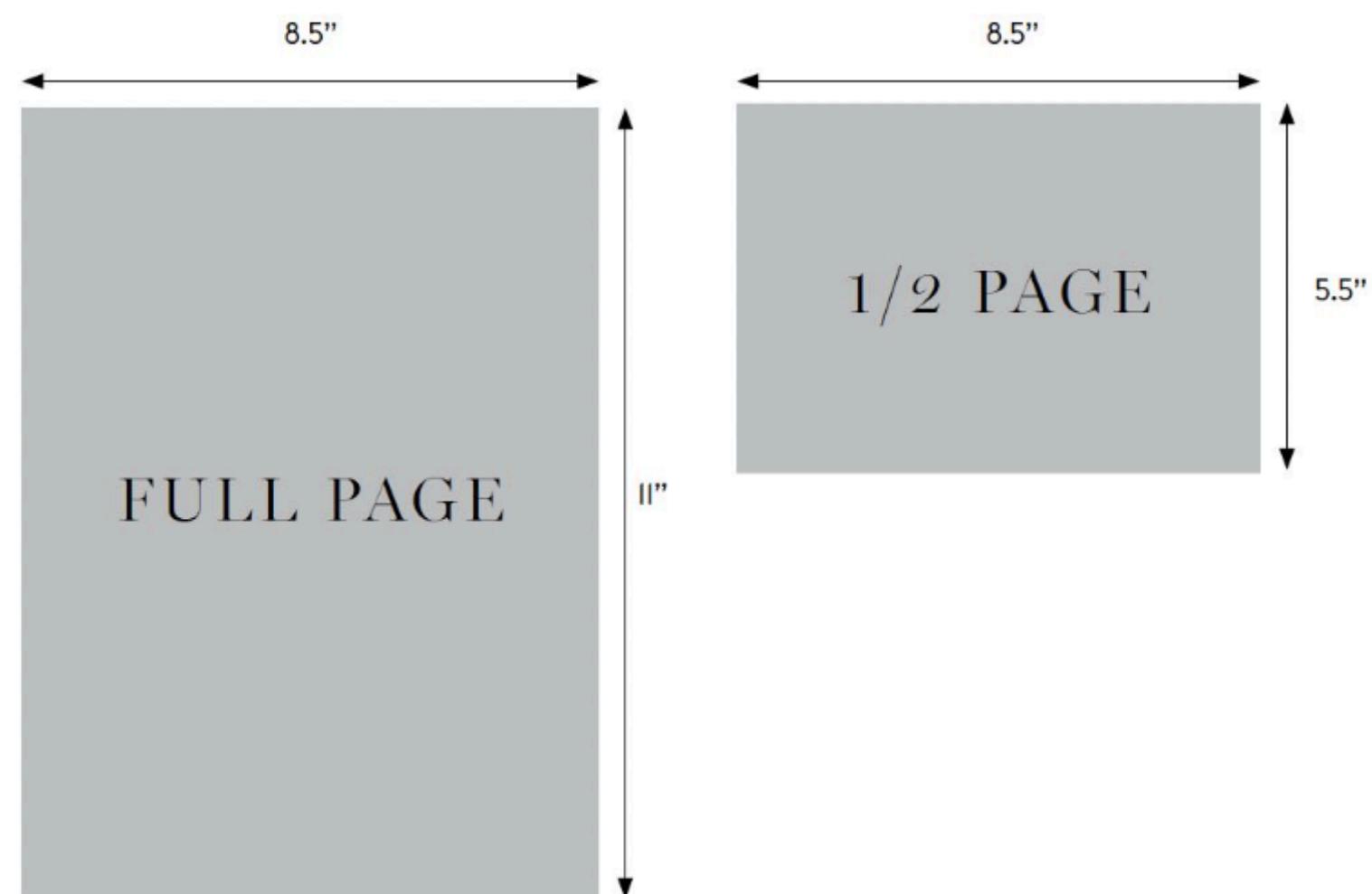
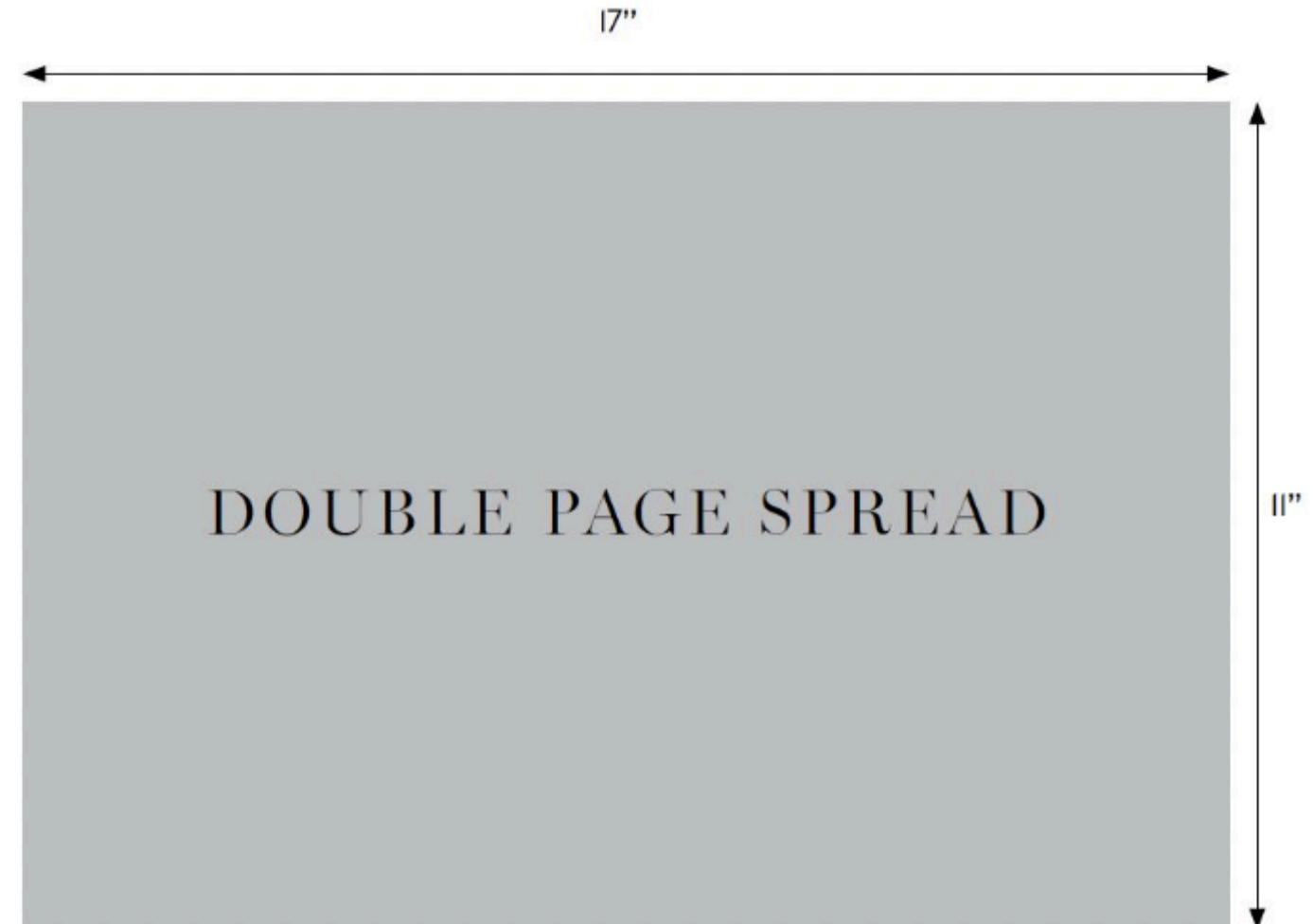
FULL PAGE:

- 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 0.125in bleed on all 4 sides.
- Minimum resolution 300 DPI.
- No native files will be accepted.



WEEKLY NEWSLETTER AD RATES

BANNER SPECS:

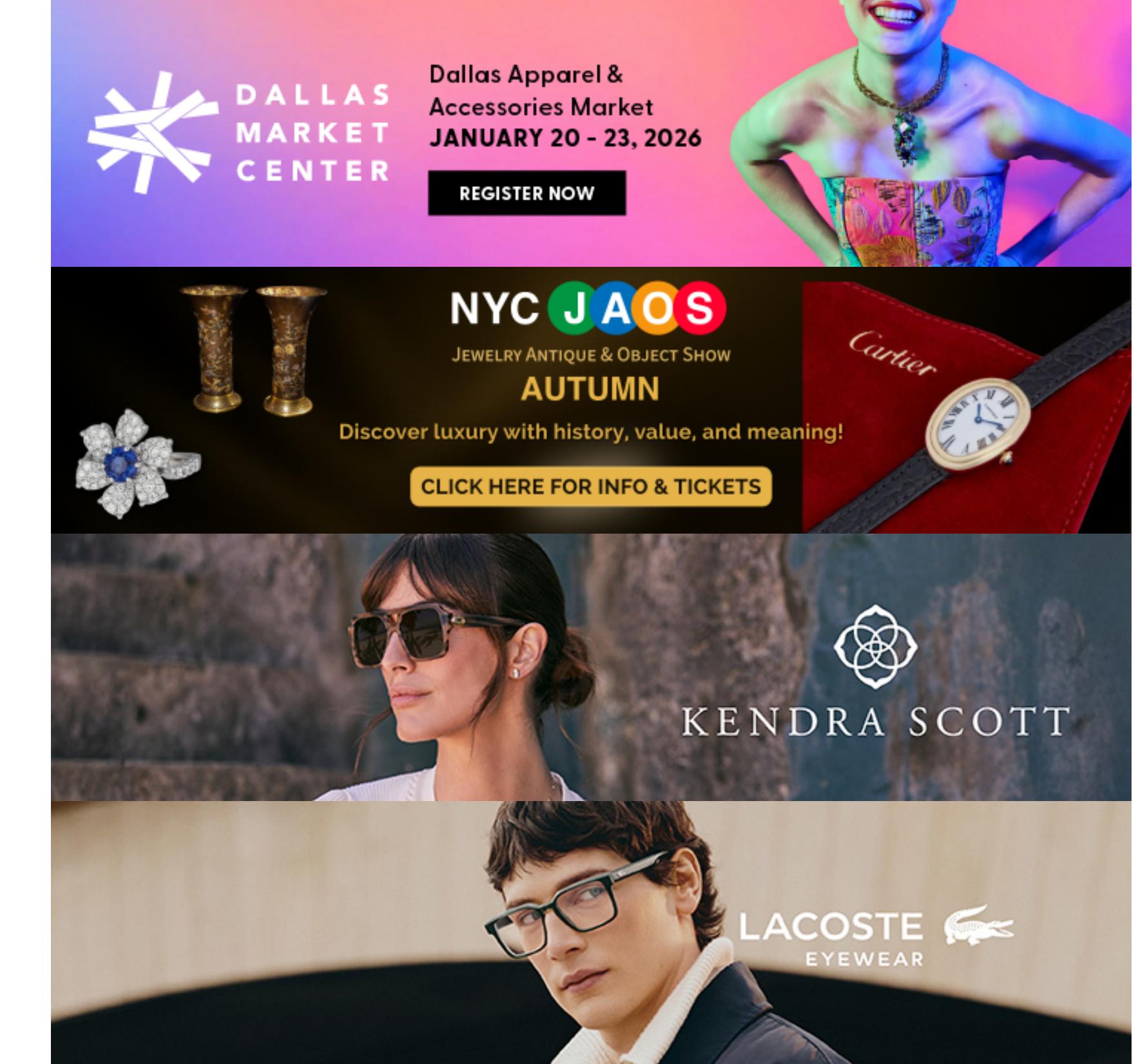
- TOP, MIDDLE OR BOTTOM OF NEWSLETTER
- 728 PIXELS WIDE X 180 PIXELS HIGH
- AT 300 DPI
- JPEG, .GIF, OR .PNG FILES

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.

Karen Giberson

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