



Ac MAGAZINE  
THE VOICE OF THE INDUSTRY

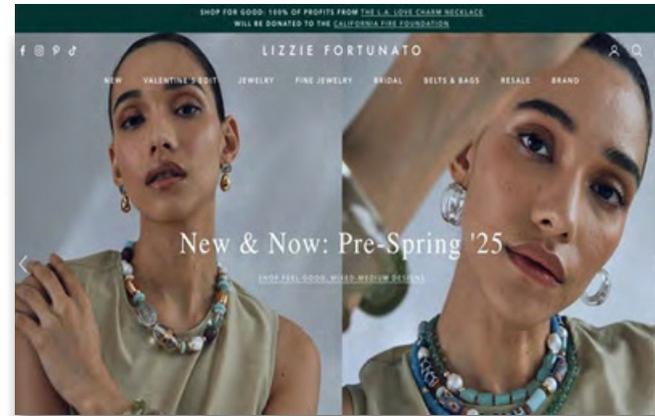
# AC MAGAZINE

- 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.

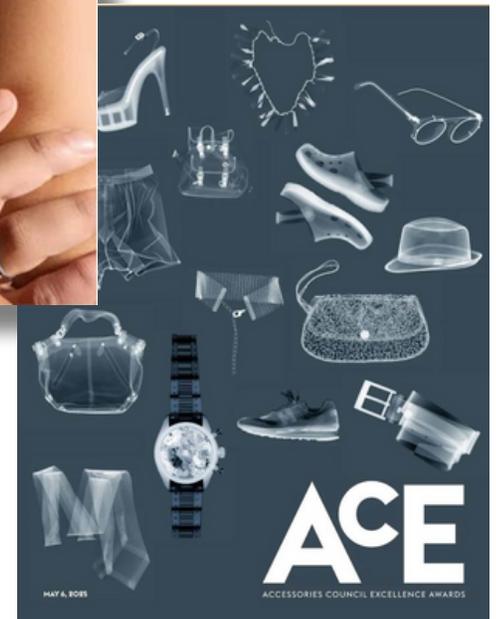


The Ac puts thought-provoking content into the hands of decision-makers, raising the bar on hybrid publishing.



# WHY Ac MAGAZINE WORKS

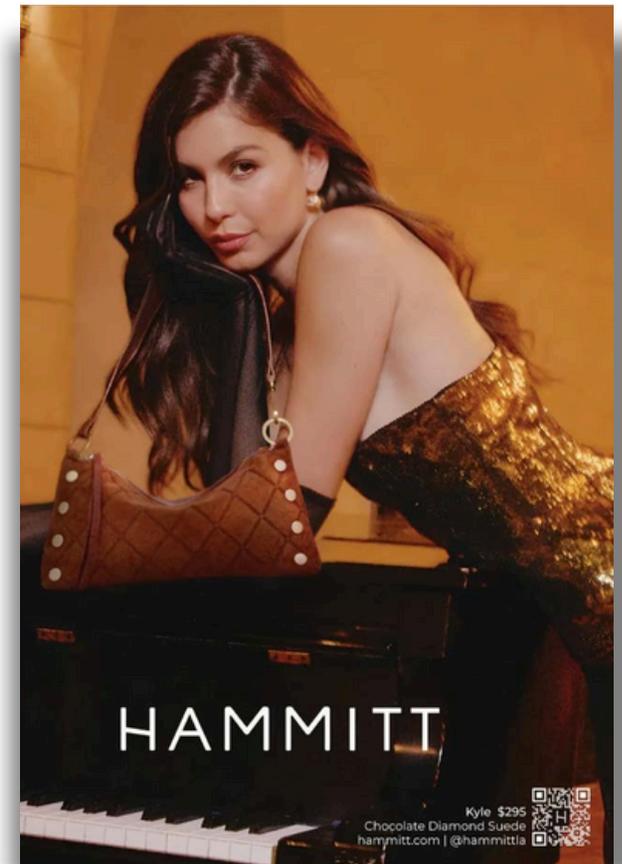
- Average Read time 25-30 minutes  
- very high for a digital magazine
- A high % of readers click links on both articles and ads
- Nearly all content is shoppable
- “Halo effect” from Ac’s editorial credibility



# ADVERTISING BENEFITS

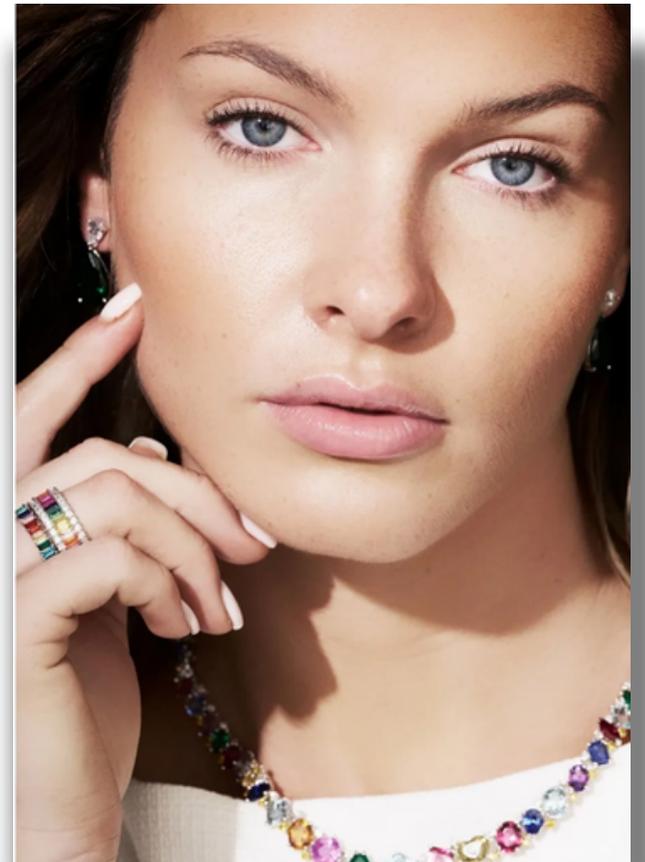
The upside of advertising with Ac Magazine includes:

- 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 trackable engagement via direct links, QR codes, and analytics
- Seamless connection with audiences at virtual and IRL events



# WHAT MAKES Ac MAGAZINE DIFFERENT

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



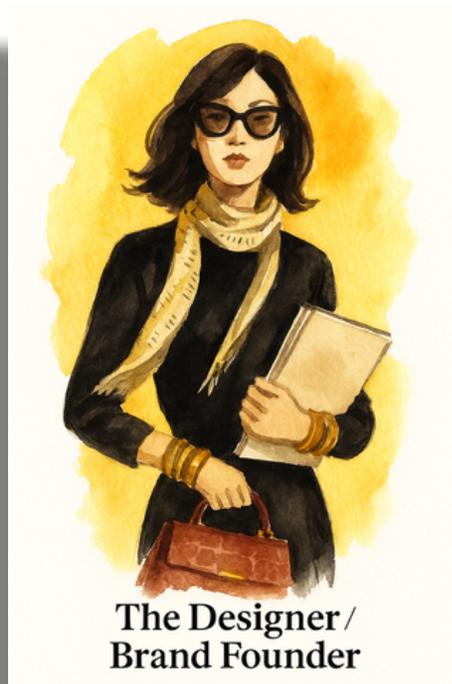
# READERSHIP



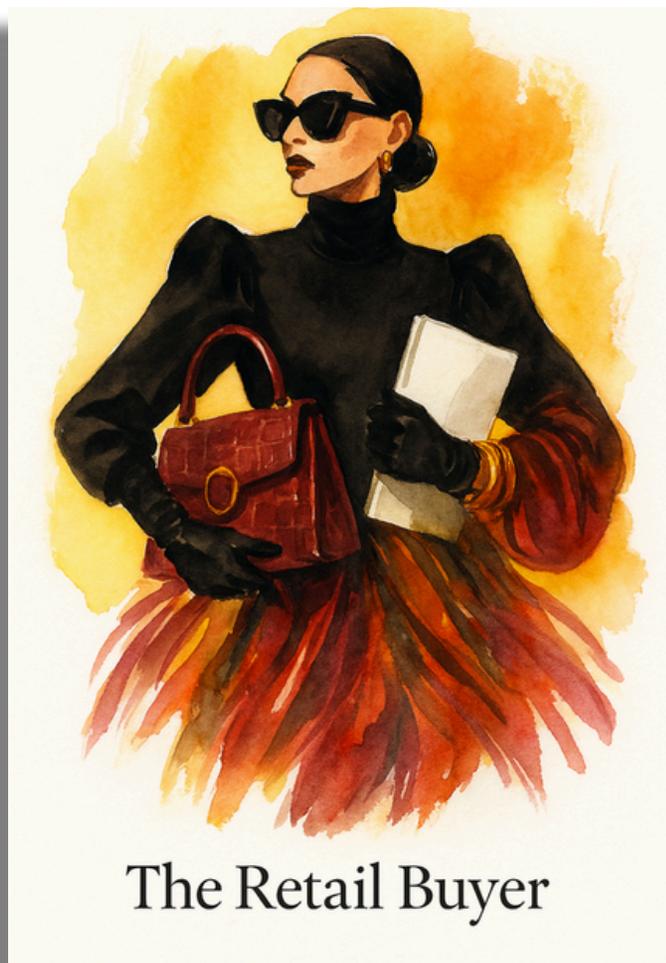
3.5M+ Views Unique  
130K+ Readers Social  
80K+ Followers  
50K+ Weekly Readers

- 1000's of brands 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

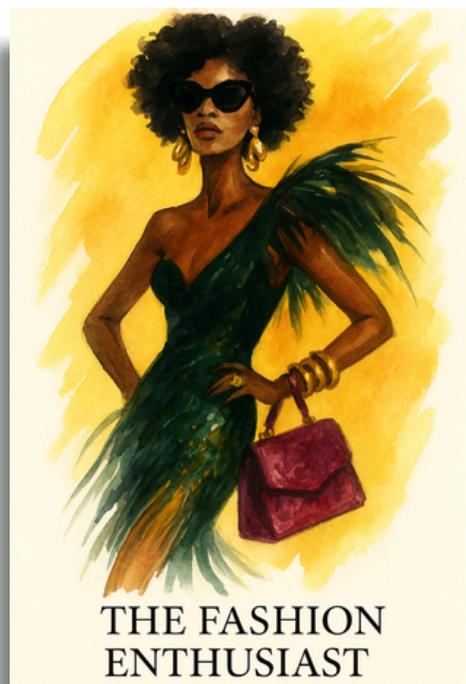
# READER PROFILE



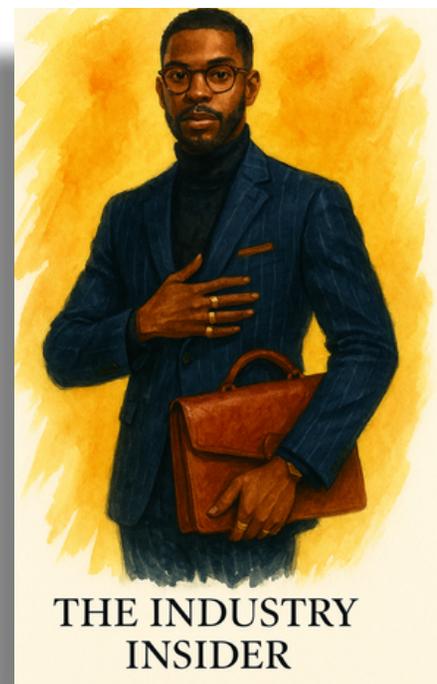
**The Designer /  
Brand Founder**



**The Retail Buyer**



**THE FASHION  
ENTHUSIAST**



**THE INDUSTRY  
INSIDER**





## DISTRIBUTION

Ac Magazine has a global audience catering to readers in over 130 countries - including all of North America, the EU, The United Kingdom, Ukraine, Australia, Canada, India, and Asia.

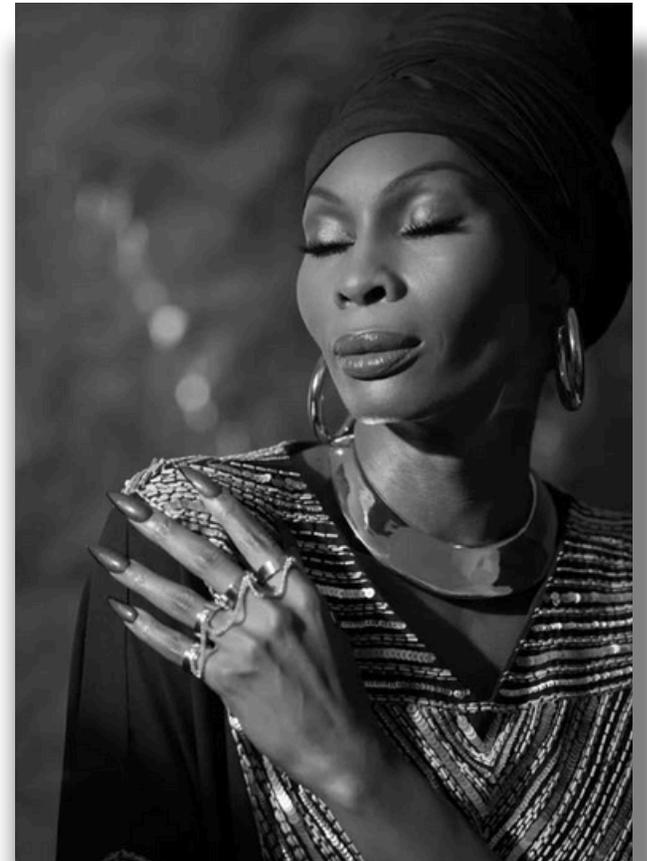
TOP STATES: New York, California, New Jersey, Texas, Florida, Pennsylvania, Virginia, Illinois, Massachusetts, North Carolina, Washington, Colorado, Iowa, Connecticut, Wyoming, Georgia, Michigan, Maryland, Ontario, Ohio, Rhode Island, Arizona, Missouri

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, Charlotte

# STUNNING VISUALS- HIGH QUALITY PHOTOGRAPHY



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



## SEO UPDATES:

- Upgraded tools to enhance content discoverer-ability
- New dropdown on Ac website optimized for improved SEO
- Intuitive search function improves targeting and audience reach
- Editorial content refined to increase search engine visability



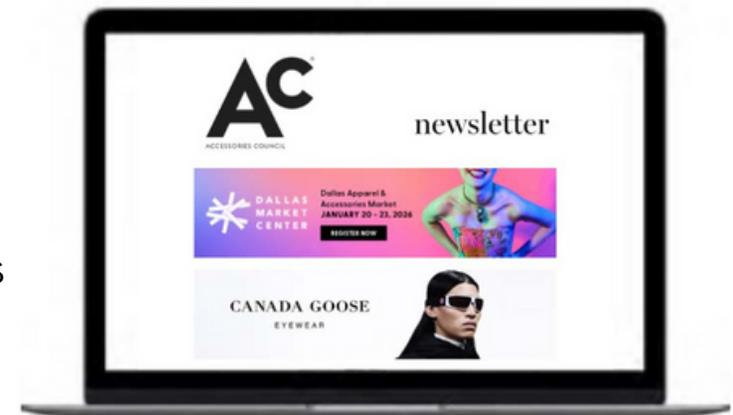
## REACH:

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

- Two weekly emails highlight magazine content and drive readership
  - General newsletter drops to over 50K every Tuesday
  - Retail-only newsletter drops to over 6K bi-weekly on Thursdays

## SOCIAL MEDIA:

- Over 80,000+ total across all of the platforms



# THE COMPANY YOU KEEP



Ray-Ban | Meta

**GIVE THE GIFT OF META AI**  
BEST PAIRED WITH TRANSITIONS® LENSES

Hey Meta...

Persol

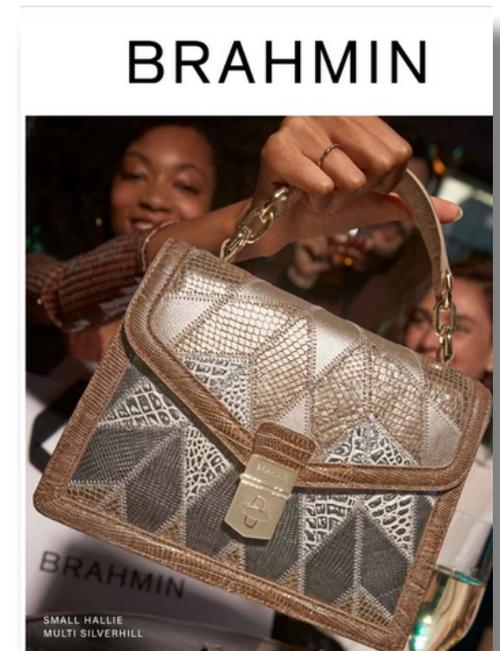
*Avermore*  
avermoreus.com



**STEVE MADDEN**

stevemadden.com

**BRAHMIN**



**BRAHMIN**

SMALL HALLIE  
MULTI SILVERHILL

# 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 back to your site.



**BIG HORN**

Founder and award-winning designer Kevin Ching started Big Horn Eyewear in 2011 with both optical and sun styles. His various collections are designed to fulfill the needs of his customers and offer styles that are not only functional but also unique, fashionable, and stylish. All styles are unisex and meant to "Bend the Rules" and "Dare to Change." Ching is influenced by western design concepts and skills combined with his Chinese culture. He works with many different materials, including stainless steel, titanium, and acetate, all for durability and comfort. Launched originally in Hong Kong, Big Horn can be found worldwide, including the US. "We are not just a brand, we are a lifestyle," Ching said. Contact [cs@bighornhk.com](mailto:cs@bighornhk.com) for wholesale information.



don't  
open  
your  
**DOORS**  
without  
these  
in  
your  
**STORES**



**MARLYN SCHIFF**



Charm necklaces charm and engage this season and Marlyn Schiff offers a wide array of options that can be customized to reflect one's personal sense of style. These delightful conversation pieces are fun to collect and can be layered to create a modern eclectic look.



## 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

**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.

*Kamaria founders:  
Ellie Clougherty and  
Kristen Malinowski*



surviving  
and  
thriving

## 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](http://wear-Oni.com)

AC



# 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.

 The Leader in Jewelry Protection Since 1913

**INSURE YOUR JEWELRY**  
Visit [JewelersMutual.com](https://www.jewelersmutual.com) to learn more.

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# ADVERTISEMENT RATES

## MEMBERS

2-PAGE SPREAD: \$5,000

FULL PAGE : \$3,000

½ PAGE : \$1,500

MARKET GUIDE LISTING: COMPLIMENTARY

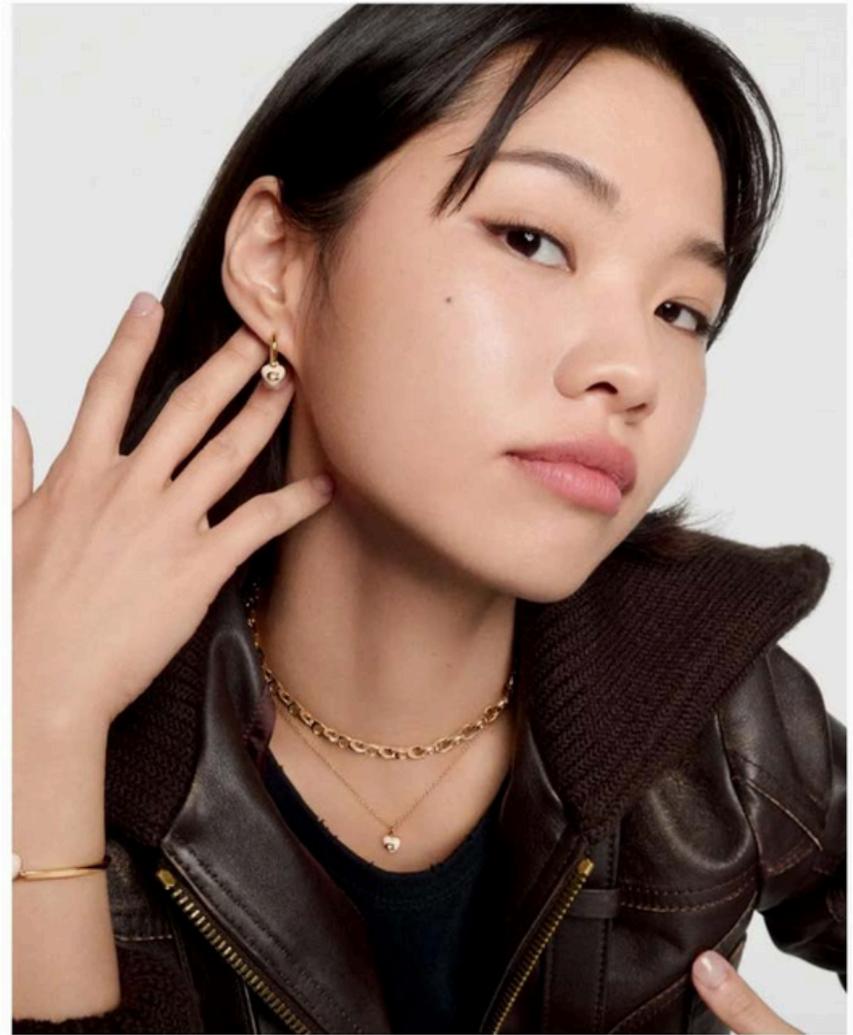
## NON-MEMBERS

2-PAGE SPREAD: \$6,000

FULL PAGE: \$4,000

½ PAGE: \$2,000

MARKET GUIDE LISTING \$500



Fall 2025 Jewelry

**COACH** AG

# DEADLINES

# CLOSING DATES

# DROP DATE

## ISSUES

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

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

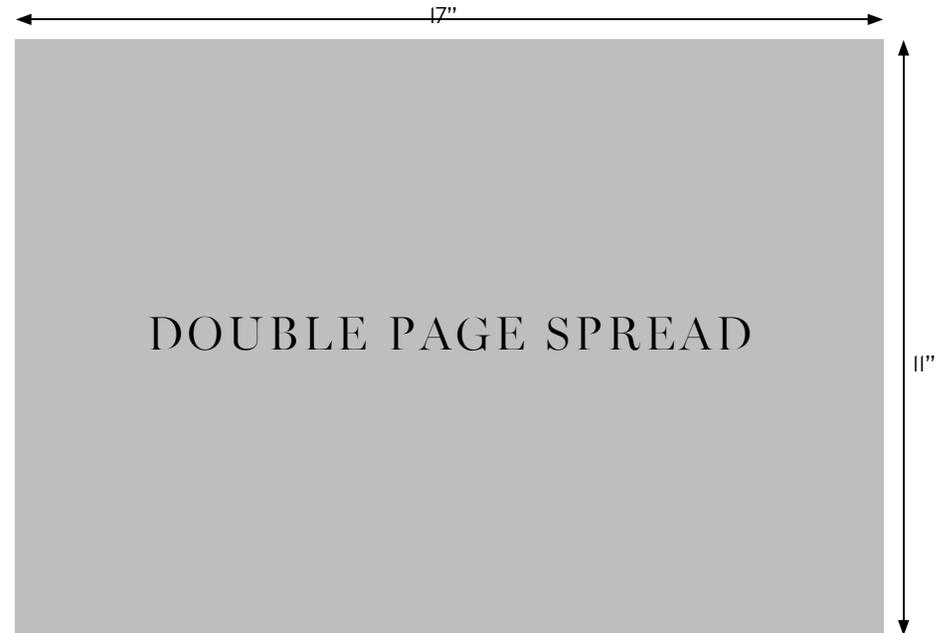
1/20/2026  
2/11/2026  
3/23/2026  
5/5/2026  
5/29/2026  
6/22/2026  
8/2026  
10/2026  
11/2026



# AD SPECS

## DOUBLE PAGE SPREAD

trim 17"x11"  
with bleed 17.25" x 11.25"

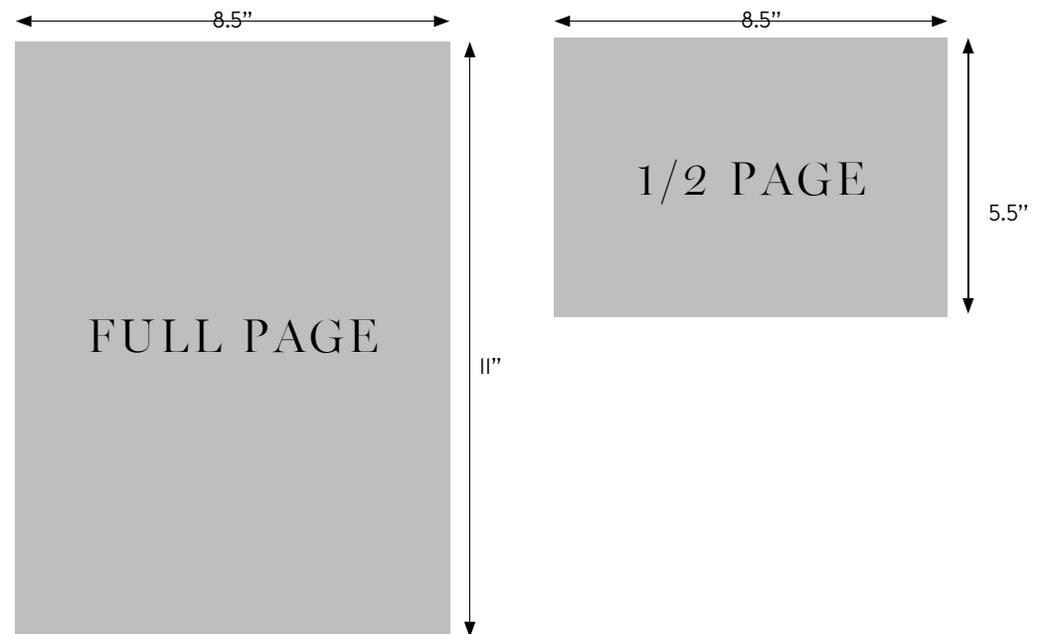


## FULL PAGE

trim 8.5"x 11"  
with bleed 8.75" x 11.25"

## 1/2 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



# CONTACT INFORMATION

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