



AAC[®]

ACCESSORIES COUNCIL MAGAZINE

HANDBAG
ISSUE

2026
WINTER
MEDIA KIT



“THE POWER OF THE BAG”

A CELEBRATION OF
CRAFTSMANSHIP,
CREATIVITY,
AND COMMERCE
— EXPLORING HOW
HANDBAGS DEFINE ERAS,
DRIVE RETAIL, AND
REFLECT PERSONAL
IDENTITY



PROVEN GLOBAL IMPACT & ENGAGEMENT

The impact remains strong and long-lasting -this year, readership surged by 38% in June, four months after the initial release.
-driven by the summer promotional campaign.

Over 3M+ total views, 130K+ unique readers.

Hundreds of thousands of page views and hundreds of click-throughs by product.

The last issue had readers from 40+ countries, beyond the USA with strong international readership in Italy, Canada, Ireland, France, Hong Kong, Japan, UK.



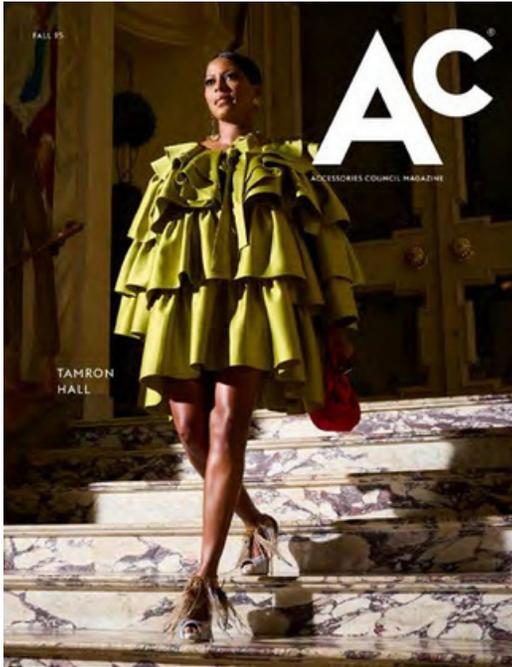
UNIQUE ADVERTISING VALUE

Interactive digital format links directly to advertiser websites—driving sales and engagement.

Highly targeted readership: fashion insiders, retailers, buyers, and consumers.

Updated links possible at any time—maximizing campaign longevity.

Ads seen long after publication thanks to newsletter and social media distribution.



ADVERTISING RATES

(MEMBERS / NON-MEMBERS)
SPECIAL PRICING AVAILABLE
FOR BUNDLING WINTER AND
FALL AD BUYS

2-Page Feature: \$5,000 / \$6,000

Full Page: \$3,000 / \$4,000

Half Page: \$1,500 / \$2,000

SILHOUETTE

FEATURE: A TIGHT SHIRT, THREE FOUNDATIONAL ELEMENTS FOR BUILDING A LOOK THAT IS AT ONCE STRIKING AND BOLD. THE AC MAGAZINE TEAM — INCLUDING CREATIVE DIRECTOR ANDREW EGAN — JOINED FORCES WITH STYLIST ANDREW WEDGE TO CURATE A SERIES OF LOOKS THAT SPEAK TO THE TRANSFORMATIONAL POWER OF ACCESSORIES. “SO OFTEN ACCESSORIES ARE SEEN AS DECORATION, SOMETHING THAT SITS atop OF YOUR BASE,” EXPLAINED WEDGE, WHO PULLED TOGETHER A JUNGLE MIX OF DIRECTIONAL, HOBI-PIECES FOR THIS SHOOT. “I WANTED TO HIGHLIGHT THINGS THAT BLUR THE LINE BETWEEN CLOTHING AND DECORATION, TO UTILIZE THEM — NOT JUST AS THE FOUNDATION OF THE LOOK — BUT AS A ULTIMATE EXTENSION OF THE MODEL’S BODY.”

ON THESE PAGES, SHINY BOB STAKES OUT IN STARK CONTRAST TO THE SEASON’S INHERENT LIGHTNESS. BLACK HOLDS OUR ATTENTION WITH HINTS OF METAL IN GOLD AND SILVER. LOOK FOR MODERN HEADWEAR, INCLUDING STREAMLINED FEDORAS AND OVERSIZED SILK SCARVES, ALONG WITH BAGS IN GEOMETRIC SHAPES, CHURRY JEWELRY, AND ANYTHING WITH LAYERS OF RUFFLES AND TULLE.

PHOTOGRAPHED BY
ANDREW WEDGE
STYLED BY
ANDREW WEDGE



WHY AC MAGAZINE WORKS

Shoppable editorial and premium visuals set it apart from traditional trade media.

Multi-channel exposure: print, digital, newsletter (50K+), retail newsletter (6K+), social media (80K+ followers).

Search engine optimized and shareable content.

Drives measurable engagement via clicks, QR codes, and tracked links.





WHAT'S AHEAD

Ac MAGAZINE HANDBAG ISSUE

Winter Edition drops January 15, 2026

Fall Edition drops September, 2026

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