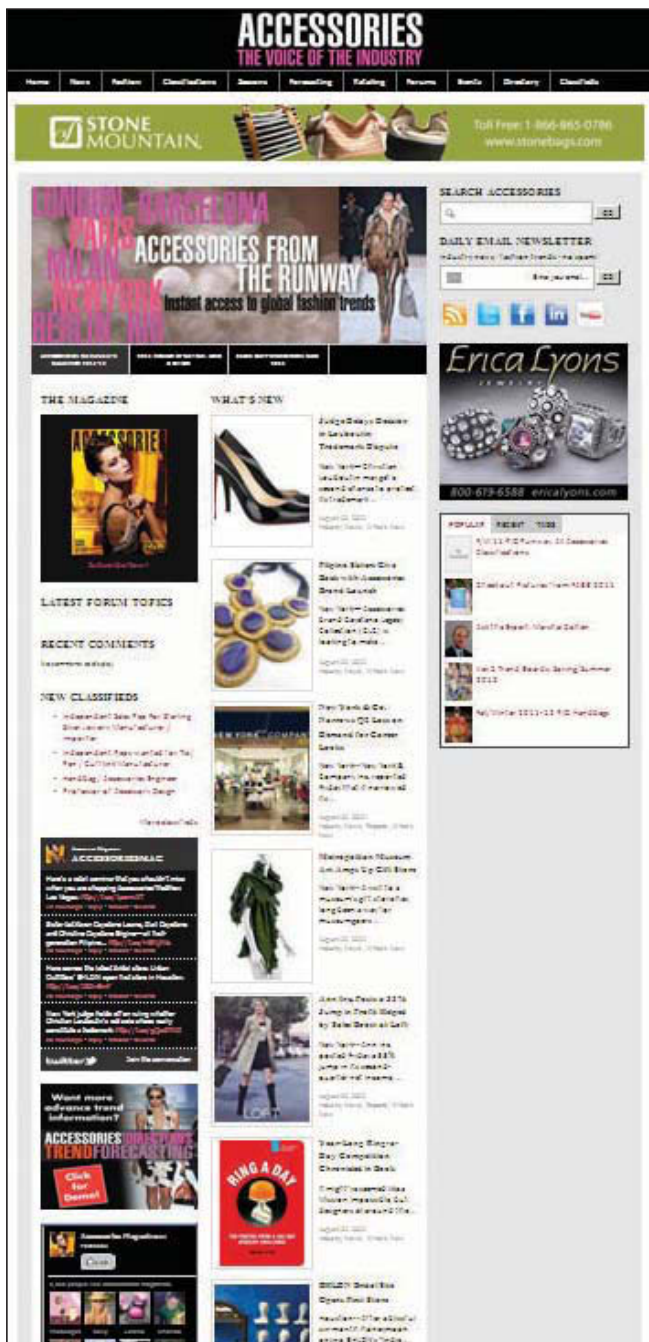


ACCESSORIESMAGAZINE.COM

OUR WEBSITE IS AN EXTENSION OF THE MAGAZINE, OFFERING THE SAME ALL-ACCESSORIES FORMAT IN OUR TARGETED EDITORIAL AND FASHION FOCUS.



The newly revamped *Accessories* website is a must-visit for all retailers in the industry, complete with daily updated news, breaking trends, runway coverage, expert columnists and more. We also created new forum and commentary areas for members of the accessories and retail community to share ideas and help grow the business as a whole.

Who we reach: Our retail viewers includes presidents, GMMs, DMMs and buyers from every class of trade: department stores, specialty stores, specialty chains, mass merchants, catalogs, corporate buying offices, shoe stores, leathersgoods stores, gift stores, museums, duty free shops, e-tailers, home shopping and more.

We offer various positions for you to place your online ad:

Leaderboard: Take the lead with the accessories industry's premier online advertising position. It's always about location in advertising and online is no exception. Your advertising message is situated first and foremost as the leaderboard banner.

This power position enables every viewer who enters our website to see your message first—and to continue seeing it as they navigate from page to page on the site. A "click-through" feature allows viewers to link directly to your website.

Rectangles: Whether retailers and other viewers are looking at the latest news blurb or party pictures, checking dates for an upcoming show or discovering the latest trend, Rectangle ads keep your ad message next to the viewer's line of sight. These ads are strategically placed adjacent to the content on their right side.

Plus, as viewers scroll down, your ad message always remains just to the right of the content. Rectangle ads also allow viewers to click through directly to your website. Ads will float between positions and may appear on any page on the site.

Welcome Ads: The first thing a retailer sees when he or she goes to *AccessoriesMagazine.com* will be your ad, which will appear for one week (a perfect spot to place your message to retailers the week before Market Week).

Video: Speak directly to your retail clients about your latest collections, new products, etc. through a video feed that acts as a virtual tour of your showroom, product line, show, events or more.

Advertising contacts:

Lorrie Frost: Publisher/Director, Accessories Division, BJI Fashion Group, 212-710-7408, lorrief@busjour.com

Sherie Dolinoy: Associate Publisher, 212-710-7410, sheried@busjour.com



ACCESSORIES 2012 RATE CARD

ACCESSORIES MAGAZINE

All rates are gross and are per ad for an edition of *Accessories*. Full page units include bleed at no extra charge. Cancellations will not be accepted after the advertising space closing date.

		1X	3X	6X	Dimensions (inches)
Full Page	B/W	\$7,410	\$5,950	\$5,235	8.25 x 11 trims to 8 x 10.75
	4/C	\$8,740	\$7,280	\$6,565	
2/3 Page or 1/2 Island	B/W	\$5,115	\$4,105	\$3,610	4.75 x 9.875 (2/3 vertical)
	4/C	\$6,315	\$5,315	\$4,820	4.75 x 7.5 (1/2 island)
1/2 Page Horizontal	B/W	\$4,520	\$3,630	\$3,195	7.25 x 4.75 (horizontal)
	4/C	\$5,730	\$4,840	\$4,405	
1/3 Page Square	B/W	\$3,335	\$2,680	\$2,355	4.75 x 4.75 (square)
	4/C	\$4,545	\$3,890	\$3,565	
1/3 Page Vertical	B/W	\$3,669	\$2,945	\$2,590	2.25 x 9.875 (vertical)
	4/C	\$4,580	\$4,275	\$3,920	

6 time special continuity package 1/3 4/Color square non-cancelable \$2,450 net

ACCESSORIESMAGAZINE.COM

All rates are net and are for one month per spot. You can buy more than one spot. Ads will float between positions and will appear on all pages within the site. All ads will go live the 16th of the month.

	Rate	Number of spots available
Leaderboard (728x90 or 1000x90)	\$1,850	1 per month
Rectangle (300x250)	\$850	1 per month
Welcome Ad (640x480)	\$3,000	2 per month, runs for a week
Video	\$2,400	1 per month
Item of the Day (660x1000)	\$350	Sponsored Fridays: 1 per Friday

ACCESSORIES NEWSFLASH

All rates are net and are for one month per spot. You can buy more than one spot. Our cutting-edge newsletter is emailed out every business day. All ads will go live the 16th of the month.

	Rate	Number of spots available
Banner (600x100)	\$1,350	1 per month
Rectangle (180x150)	\$850	1 per month

ACCESSORIES TRENDFINDER

Rate is net. Price is for one picture, per trend. Two trends are featured for a one-week duration in Accessories Magazine's News Flash and will remain on AccessoriesMagazine.com.

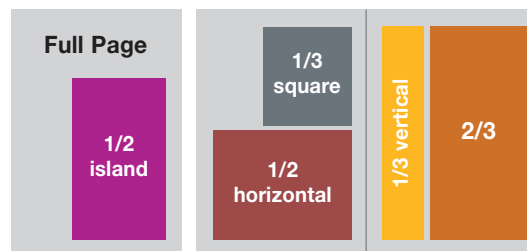
	Rate	Number of spots available
Trend Finder Ad Image (660x1000)	\$250	Unlimited

ONLINE MAGAZINE & NEWSFLASH PACKAGES

ACCESSORIESMAGAZINE.COM & ACCESSORIESNEWSFLASH

All rates are net. This package deal combines 1 ad that runs simultaneously on both the website and News Flash in any given month. You can run separate creative.

	Rate
Website Leaderboard (728x90 or 1000x90) and News Flash Banner (600x100)	\$3,000
Website Leaderboard (728x90 or 1000x90) and News Flash Rectangle (180x150)	\$2,500
Website Rectangle (300x250) and News Flash Banner (600x100)	\$2,000
Website Rectangle (300x250) and News Flash Rectangle (180x150)	\$1,350



1 Page Bleed:

8.25 x 11 trims to 8 x 10.75. Leave .25 safety.

2 Page Spread Bleed:

16.5 x 11 trims to 16 x 10.75

(Gutter at 8.125) Leave .25 inch safety for live matter.

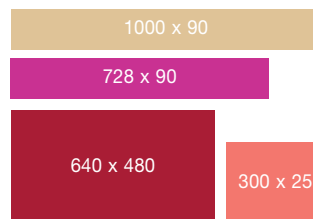
2 Color Rates:

Black plus magenta, cyan or yellow – add \$500 to b/w rate.

Preferred Positions:

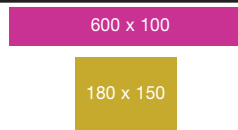
Back Cover: \$7,815

Inside Back Cover, Inside Front Cover or Page 1: \$7,975



FORMAT:

- Animated sequences cannot loop more than 3 times.
- Maximum file size is 20K for leaderboard, 15K for all other ads.
- GIF or JPG files only.



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- Maximum file size is 20K for leaderboard, 15K for all other ads.
- GIF or JPG files only.

TRENDFINDER FORMAT:

- JPG files are required.