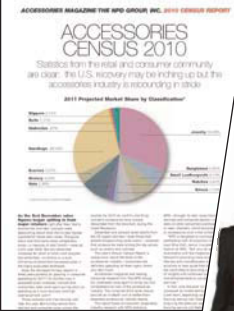


ACCESSORIES

THE VOICE OF THE INDUSTRY



THE MAGAZINE

Who we are: Published 6x a year, *Accessories* magazine is the leading trade publication in the fashion accessories industry, and has been in business since 1908. Serving the \$32 billion accessories industry, the magazine acts as the conduit between retailers and manufacturers by providing a timely, relevant and analytical editorial perspective to this rapidly changing business.

What we do: Readers rely on *Accessories* magazine. We are an invaluable resource, delivering up-to-the-minute coverage on all categories of accessories, including handbags, jewelry, watches, belts, scarves, hosiery, small leathergoods, eyewear, hats, hairgoods, rainwear/umbrellas, casual footwear and coldweather merchandise. Our editors are experts in the field and come from multi-faceted backgrounds in the fashion industry. Their experience enables them to report on topics that both impact the industry and provide marketing direction.

Who we reach: More than 75% of our readership is comprised of retailers and e-tailers. Our audited circulation 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, leathergoods stores, gift stores, museums, duty free shops, home shopping, e-commerce sites and more.

WHY ADVERTISE IN ACCESSORIES MAGAZINE?

The most important fact to know about advertising in *Accessories* magazine? It works!

Accessories magazine is the only publication devoted exclusively to your business: Accessories! Our extensive menu of features, retailer roundups, surveys, proprietary industry reports, profiles, advanced trends and fashion visuals offers an overview of the entire accessories market unavailable from any other source. Accessories also carries more advertising from accessories manufacturers and wholesalers than all other trade publications combined.

Accessories is very focused. Our primary business is accessories, providing useful and relevant information about accessories—not apparel. Our retail readers all buy accessories. In fact, we can tell you exactly how many of them have buying responsibilities or influence over the purchase of your products.

Accessories is important to your retail partners. Unlike other publications or sections, which exist only to generate advertising revenue, Accessories provides information, trends and news to the business which we serve.

An ad in *Accessories* magazine makes your phone ring (and your in-box fill up), brings business to your reps and makes the item you feature an instant winner.

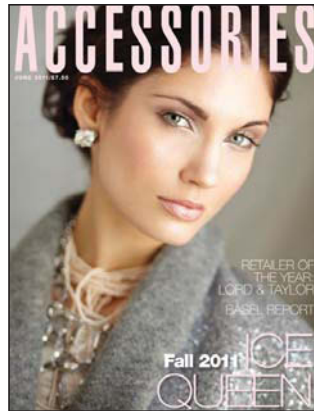
Advertising contacts:

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 EDITORIAL CALENDAR



JANUARY/FEBRUARY

Summer Market Week: January 9-13, 2012

Dept Store Buys: Jan 30-Feb 3, 2012

Annual Merchants Hall of Fame

Directions Trend Forecasting: Fall/Winter 2012-13

AccessoriesTheShow: Line Preview Section

Special Supplement: Wall Calendar of 2012 Events

Bonus Distribution: AccessoriesTheShow (New York & Las Vegas) Atlanta, Chicago, Dallas, Los Angeles, San Francisco, New York Gift Fair, Accessories Buildings during New York Market Week, AccessoriesTheShow Pavilion (New York in February)

Ad close: November 23 **Files due:** December 2

top 100

Salina

- Classico**
The classic handbag is still a top choice for consumers. It's a timeless piece that can be dressed up or down.
- Bohemian**
The bohemian style is making a comeback. It's a mix of vintage and modern, with a focus on texture and color.
- In Full Bloom**
The floral print is a popular choice for accessories. It's a fresh and vibrant look that's perfect for spring.

REINVENTING VINCE

AFTER LAUNCHING COUNTLESS BRANDS FOR OTHER PEOPLE, VINCE CAMUTO IS FINALLY STEPPING INTO THE SPOTLIGHT WITH HIS OWN. THE VINCE CAMUTO LIFESTYLE BRAND MIGHT JUST BE HIS BIGGEST ACT YET. BY LAUREN PARKER

Vince Camuto is a fashion icon. He's been in the industry for over 30 years, and he's always been a trendsetter. Now, he's finally stepping into the spotlight with his own brand, Vince Camuto Lifestyle. It's a brand that's all about quality, craftsmanship, and timeless style. It's a brand that's finally getting the recognition it deserves.

MARCH

Fall I Market Week: March 5-9, 2012

Annual Industry Census Report

International Trade Show Section

Special Section: Made in America

Bonus Distribution: Atlanta, Chicago, Dallas, Los Angeles, Accessories Buildings during New York Market Week

Ad close: January 24 **Files due:** February 3

APRIL

Special Section: Retailer of the Year

Ad close: February 24 **Files due:** March 2

MAY

Fall II Market Week: May 7-11, 2012

AccessoriesTheShow: Line Preview Section

Insert: FABB Program

Bonus Distribution: AccessoriesTheShow, FABB, Atlanta, Dallas, Los Angeles, Accessories Buildings during New York Market Week

Ad close: March 23 **Files due:** April 2

AUGUST

Holiday/Resort Market Week: August 6-10, 2012

Special Section: Top Luxury Brands

Directions Trend Forecasting: Spring/Summer 2013

AccessoriesTheShow: Line Preview Section

Bonus Distribution: AccessoriesTheShow (New York & Las Vegas), Atlanta, Chicago, Dallas, Los Angeles, San Francisco, New York Gift Fair, Accessories Buildings during New York Market Week, AccessoriesTheShow Pavilion (New York in September)

Ad close: June 22 **Files due:** July 2

NOVEMBER

Spring Market Week: November 5-9, 2012

Top 100 Accessories Brands & Players

Top Pureplay E-tailers for Accessories

Bonus Distribution: Accessories Buildings during New York Market

Ad close: September 24 **Files due:** October 3

TROPICAL TRAVELER

SUGGESTED DELIVERY: APRIL/MAY DELIVERY JUNE IN-STORE

For the fashion-conscious traveler, the accessories section of the catalog is a must. It's a place where you can find everything you need for your next vacation. From beach bags to sunglasses, there's something for everyone. And the best part is, it's all in one place. So you can shop and save.

SPRING/SUMMER 2012 ACCESSORIES TRENDS

JEWELRY	HEADWEAR	BELTS	HATS AND SCARVES	SHOES	TRAVEL	LEATHER
• Statement necklaces	• Wide-brimmed hats	• Buckle belts	• Straw hats	• Sandals	• Travel bags	• Leather handbags
• Layered necklaces	• Bucket hats	• Chain belts	• Scarves	• Flip-flops	• Backpacks	• Leather wallets
• Bracelets	• Visors	• Fabric belts	• Bandanas	• Espadrilles	• Messenger bags	• Leather keychains
• Rings	• Baseball caps	• Leather belts	• Headbands	• Sneakers	• Duffel bags	• Leather phone cases
• Earrings	• Sun visors	• Canvas belts	• Hair ties	• Loafers	• Tote bags	• Leather cardholders
• Necklaces	• Baseball caps	• Denim belts	• Hair ties	• Loafers	• Tote bags	• Leather cardholders

DISCO DIVA

SUGGESTED DELIVERY: JUNE DELIVERY JULY IN-STORE

The disco diva is back. It's a style that's all about fun, fashion, and a little bit of funk. It's a style that's perfect for the summer months. So get ready to dance the night away. Because when it comes to disco, there's no stopping.

SPRING/SUMMER 2012 ACCESSORIES TRENDS

JEWELRY	HEADWEAR	BELTS	HATS AND SCARVES	SHOES	TRAVEL	LEATHER
• Statement necklaces	• Wide-brimmed hats	• Buckle belts	• Straw hats	• Sandals	• Travel bags	• Leather handbags
• Layered necklaces	• Bucket hats	• Chain belts	• Scarves	• Flip-flops	• Backpacks	• Leather wallets
• Bracelets	• Visors	• Fabric belts	• Bandanas	• Espadrilles	• Messenger bags	• Leather keychains
• Rings	• Baseball caps	• Leather belts	• Headbands	• Sneakers	• Duffel bags	• Leather phone cases
• Earrings	• Sun visors	• Canvas belts	• Hair ties	• Loafers	• Tote bags	• Leather cardholders
• Necklaces	• Baseball caps	• Denim belts	• Hair ties	• Loafers	• Tote bags	• Leather cardholders

ACCESSORIES MAGAZINE THE NPQ GROUP, INC. 2010 CENSUS REPORT

ACCESSORIES CENSUS 2010

Statistics from the retail and consumer community are clear: the U.S. recovery may be picking up, but the accessories industry is rebounding in stride.

2011 Projected Market Share by Classification*

Classification	Market Share
Shoes	11.1%
Belts	1.7%
Handbags	28.2%
Jewelry	22.0%
Headwear	1.7%
Travel	1.2%
Leather	2.8%
Other	28.3%

As the third destination where buyers begin looking for their accessories, the accessories industry is rebounding in stride.

As the U.S. economy continues to rebound, the accessories industry is rebounding in stride. This is good news for everyone in the industry. Because when it comes to accessories, there's no stopping.

How I Did It

Miss Jacksons 100 Years of Service

Founded in 1912, Miss Jacksons is a family-owned business that has been serving customers for over 100 years. It's a business that's all about quality, craftsmanship, and timeless style. It's a business that's finally getting the recognition it deserves.

100 Years of Service

Miss Jacksons is a family-owned business that has been serving customers for over 100 years. It's a business that's all about quality, craftsmanship, and timeless style. It's a business that's finally getting the recognition it deserves.

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.

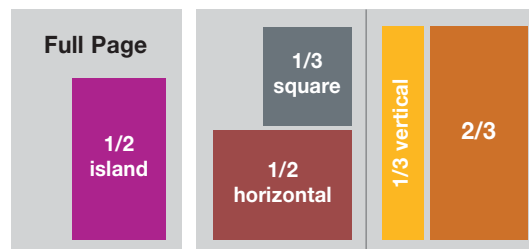
	Rate	Number of spots available
Trend Finder Ad Image (660x1000)	\$250	Unlimited

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.

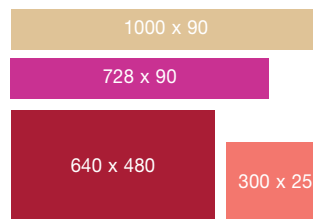
2 Color Rates:

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

Preferred Positions:

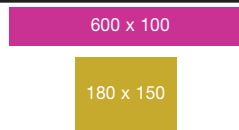
Back Cover: \$7,815

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.

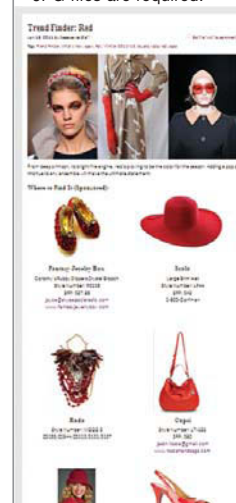


FORMAT:

- 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.

TRENDFINDER FORMAT:

- JPG files are required.



ACCESSORIES 2012 TERMS & PRODUCTION

TERMS & CONDITIONS

CANCELLATIONS WILL NOT BE ACCEPTED AFTER THE ADVERTISING SPACE CLOSING DATE.

Prepayment of the first advertisement is required for all agencies, accounts and foreign advertisers who have not established credit with the publisher. Payment otherwise due within 30 days of billing. Agency commission 15%. Production charges are non-commissionable and are in addition to any quoted space and color rate. If contract is not fulfilled within 12 months, advertiser is short-rated to the frequency rate for the number of ads run. A delinquency charge of 1.5% per month shall be added to any amount in arrears if not received prior to the next monthly billing date, and thereafter to all amounts 30 days or more in arrears until paid in full. Agency commissions 15%, on print ads only. Online rates are all net.

Advertisers and/or agencies with accounts more than 90 days past due will forfeit right to publication of any further advertising until satisfactory payment is made. Agency commission will also be forfeited. Advertisers sent for collections are responsible for all legal and collection costs.

Accessories magazine will discard advertising materials one year after month of publication.

- Advertiser and advertising agency assume liability for all content (including text, representation and illustration) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising which he feels is not in keeping with the standards of the publication.
- Customer understands that this publication is one of many different available alternate advertising sources and that occasional errors or omission or commission occur and can not be corrected until the next issue. The customer agrees that potential harm from an error of omission or commission is speculative in nature and that the rates offered by the company reflect value to each individual advertiser not withstanding the fact that occasional errors may occur. For these reasons, the customer agrees that Business Journals Inc.'s liability for damages arising from errors or omissions in the making up or printing of its publications shall be limited to the amount to be charged for such advertising.

The limitations of liability to Business Journals Inc., any authorized sales agent, all employees of the company and any affiliated companies, including any vendors contracted by the company and applies to claims in contract, tort, strict liability and specifically limit any claims for loss of business, profits, and additional consequential damages.

Production Office:

Accessories magazine, Peg Eadie, Production Manager, 50 Day Street, Norwalk, CT 06854 Phone: 203-663-7838, Fax: 203-852-8175

Advertising Office:

Lorrie Frost, Publisher: Phone: 212-710-7408 • Sherie Dolinoy, Associate Publisher: Phone: 212-710-7410, Fax: 212-710-7454

PRODUCTION REQUIREMENTS

ALL ADS IN PDF/X-1A:2001 FORMAT ONLY:

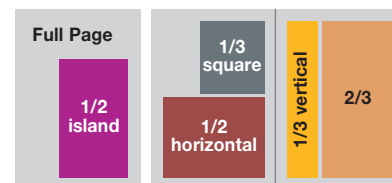
Hi-Res, printer ready PDF files created with PDF/X-1a:2001 setting in Acrobat 4 or later with all fonts and images embedded. No native application files accepted.

Hi-Res PDF File Requirements:

1. Final PDF file and color images must be saved in CMYK. Black and White converted to grayscale. **No RGB, LAB or embedded color profiles accepted.**
2. Spot colors MUST be converted to CMYK. **No files with PMS spot colors accepted.**
3. OPI must NEVER be included in the file.
4. Resolution: 300 DPI for all submitted images and files.
5. All ads must have position marks for non-bleed ads and trim and bleed marks for bleed ads.

AD DIMENSIONS (INCHES)

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.
Full Page Bleed:	8.25 x 11 trims to 8 x 10.75. Leave .25 safety.
Full Page Non-Bleed:	7x 9.875
2/3 Page Vertical:	4.75 x 9.875
1/2 Island:	4.75 x 7.5
1/2 Page Horizontal:	7.25 x 4.75
1/3 Page Square:	4.75 x 4.75
1/3 Page Vertical:	2.25 x 9.875



FTP UPLOAD INFORMATION:

One ad ONLY per PDF/X1a:2001 accepted.

(Spreads must be separated as two separate PDF files—and marked for left and right—and a combined file must also be sent.)

NAMING YOUR ADVERTISING FILE:

Ensure that your filename does not contain any spaces or special characters. When naming your ad file for your company BrandX, use the following example, with magazine name and issue date, i.e. BrandX_Accessories_January Issue 2012

UPLOAD ADS TO:

www.dotgeneration.com:8000/login

user name: accessories_upload

no password

Your file must be a Hi-Res, Printer-Ready PDFx1a:2001

All ads should have a proof. The proof must be sized at 100%, look exactly as the advertiser expects and be generated directly from the file you submit. Proofs MUST be created with SWOP Web Offset gains. Publication not responsible for variance between digital files. Proof must be screened at 150 line screen on publication base, color calibration SWOP Standards, Density max 260%-280%. A color proof of the digital files will be made if requested at cost to the advertiser or ad agency. All ads supplied without a color proof will have one made (time permitting) at advertiser or ad agency's expense. Since client will not be able to sign off on the proof made, the publication is not responsible for color of proof. Publication is not responsible for color or content of proofs or files that do not conform to the specifications listed. Please confirm due dates with the production department. If you have questions, and or problems with supplying a digital format, please contact the Production Department. **Please note:** Charges will be made to advertiser or agency at commercial rates for digital files that require operator intervention.