

2011 RATE CARD ACCENT

YOUR DIRECT CONNECTION TO MORE THAN 300,000 OF AMERICA'S
BEST CONSUMERS OF LUXURY JEWELRY, WATCHES, AND GIFTS.



SOPHISTICATED.
SELECTIVE.
DESIRABLE.

These adjectives describe the men and women who shop regularly at the nation's top independent jewelry and watch retailers. These are the same

customers you'll reach as an advertiser in Accent, the magazine published by these members of the **Luxury Jewelers Resource Group**:

- BACHENDORF'S** - DALLAS, TX
- BRUCE G. WEBER** - TULSA, OK
- DIAMOND CELLAR** - COLOMBUS, OH
- DONOHOU'S** - HOUSTON, TX
- FINK'S JEWELERS** - VIRGINIA AND NORTH CAROLINA
- HAMILTON JEWELERS** - NEW JERSEY AND FLORIDA
- HYDE PARK** - DENVER, LAS VEGAS AND PHOENIX
- LEE MICHAELS JEWELERS** - LOUISIANA, TEXAS AND MISSISSIPPI
- LONDON JEWELERS** - LONG ISLAND, NY
- LUX BOND & GREEN** - CONNECTICUT AND MASSACHUSETTS
- MANN'S JEWELERS** - ROCHESTER, NY
- REIS-NICHOLS** - INDIANAPOLIS
- TAPPER'S DIAMONDS AND FINE JEWELRY** - WEST BLOOMFIELD, MI
- TIVOL JEWELERS** - KANSAS CITY, MO
- TRADITIONAL JEWELERS** - NEWPORT BEACH, CA

The Accent distribution formula guarantees that, twice a year, your advertising will reach the best jewelry and watch customers in each of the marketing areas you choose. The editorial format, specifically geared to their lifestyle, as well as their local market, has proven to deliver exceptional readership and response. Each issue covers a range of topics from buying tips and style advice on jewelry and watches, to photos and features about store events and people, to features on food, travel, entertainment and fashion. All of this is surrounded by advertising from only those brands and designers deemed appropriate by member merchants. Advertising from jewelry, watch, gift and accessories vendors will appear only in the editions of those stores that carry the products.

Accent magazine is printed on the finest 80lb. coated paper stock, with a 120 lb. cover, giving each issue a luxurious feel, and providing your advertising with the finest reproduction. It's the perfect atmosphere to reinforce your image and create sales.

Advertisers in 1-6 Store Editions (per edition)

Ad Size	Per Edition	Diamond Cellar	London Jewelers
Full Page b/w	\$1,870	\$4,572	\$2,835
Full Page 4/c	\$2,618	\$6,404	\$3,975
1/2 Page b/w	\$1,190	\$2,910	\$1,805
1/2 Page 4/c	\$1,785	\$4,365	\$2,705

Advertisers in 7-11 Store Editions (per edition)

Ad Size	Per Edition	Diamond Cellar	London Jewelers
Full Page b/w	\$1,590	\$3,890	\$2,410
Full Page 4/c	\$2,225	\$5,445	\$3,375
1/2 Page b/w	\$1,010	\$2,475	\$1,530
1/2 Page 4/c	\$1,517	\$3,711	\$2,299

Advertisers in 12 or More Editions (full pages only, includes all editions)

Ad Size	Flat Rate
Full Page 4/c	\$29,900

All rates listed are net cost.

No additional charge for adding on more editions.

All full page ads include bleed - no extra charge for bleed.

Back Cover - 35% added to space & color

Inside front cover, pages 1-9 - 30% added to space & color

Inside Back cover - 15% added to space & color

CLOSING DATES:

Spring 2011 (mailed April 15th)

Ad Closing - Dec 15th

Materials Due - January 15th

Fall 2011 (mailed October 15th)

Ad Closing - July 1st

Materials Due - July 15th

Dimensions (inches)

Full Page:

Bleed: 9 x 11, trims to 8 3/4 x 10 3/4

Non-bleed 7 1/2 x 9 3/4

1/2 page 7 1/2 x 4 3/4

2 page bleed spread: 18 x 11, trims to 17 1/2 x 10 3/4

To Reserve Space Call Michelle Brown @ 212-710-7413

IMPORTANT ADVERTISING GUIDELINES

Accent retailers have requested that the following guidelines be observed in preparation of your advertising. Ad materials that do not meet these guidelines may be altered or rejected.

Do not include showroom addresses, phone numbers, website or e-mail addresses within the ad.

Accent merchants mail to consumers within their trading area who know to come to the store for information.

Do not mention or tag the names of stores outside the Luxury Jewelers Resource Group within your advertising.

If any of the above text is displayed in your advertising, it will be removed and you will be charged for the work.

TERMS AND 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 percent. Production charges are non-commissionable. If contract is not fulfilled within 12 months, advertiser is short-rated to the frequency rate for the number of ads run. If invoice is paid within 10 days of billing date, 2 percent may be deducted from amount due. A delinquency charge of 1-1/2 percent 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.

Advertisers 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.

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

Publisher has the right to reject inappropriate advertising without explanation.

- 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 notwithstanding 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.

ACCENT

Advertising & Editorial Offices

1384 Broadway, 11th Floor, New York, NY 10018

Phone: 212-686-4412 • Fax: 212-686-6821 • e-mail: stunifoo@busjour.com

Stuart Nifoussi - Publisher 212-710-7407 stunifoo@busjour.com
Karen Alberg Grossman - Editor 212-710-7422 karena@busjour.com

ADVERTISING ORDER FORM

ACCENT

YOUR DIRECT CONNECTION TO MORE THAN 400,000 OF AMERICA'S
BEST CONSUMERS OF LUXURY JEWELRY, WATCHES, AND GIFTS.

Please reserve _____ space in the Spring/ Fall 2011 issue of Accent.

(Note: ads with bleed and/or color will be charged at the appropriate rate, even if not specifically ordered)

Your Name _____

Company Name _____

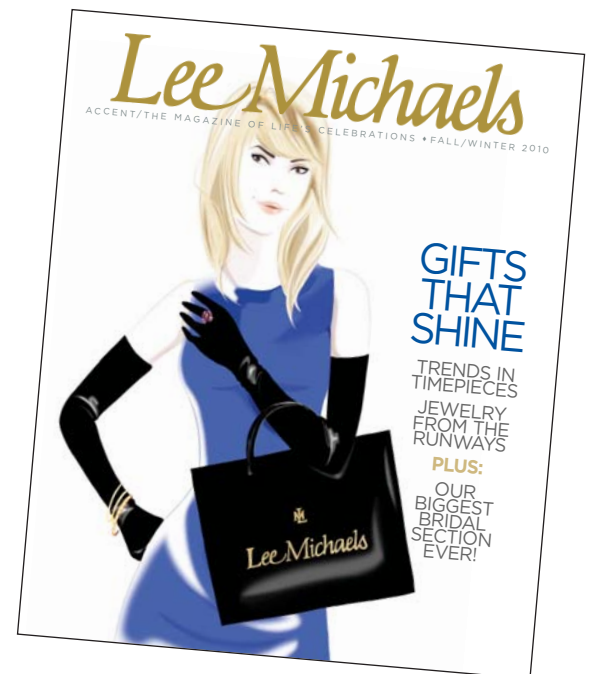
Address _____

Phone _____ Fax _____ E-mail _____

Signature _____ Date _____

Please include me in the following editions:

- BACHENDORF'S - DALLAS, TX
- BRUCE G. WEBER - TULSA, OK
- FINK'S JEWELERS - VIRGINIA AND NORTH CAROLINA
- DIAMOND CELLAR - COLUMBUS, OH
- DONOHO'S - HOUSTON, TX
- HAMILTON JEWELERS - NEW JERSEY AND FLORIDA
- HYDE PARK JEWELERS - DENVER, PHOENIX AND LAS VEGAS
- LEE MICHAELS JEWELERS - LOUISIANA, TEXAS AND MISSISSIPPI
- LONDON JEWELERS - LONG ISLAND, NY
- LUX BOND & GREEN - CONNECTICUT & MASSACHUSETTS
- MANN'S JEWELERS - ROCHESTER, NY
- REIS-NICHOLS - INDIANAPOLIS, IN
- TAPPER'S DIAMONDS AND JEWELRY - WEST BLOOMFIELD, MI
- TIVOL JEWELERS - KANSAS CITY, MO
- TRADITIONAL JEWELERS - NEWPORT BEACH, CA



Total number of editions per ad _____.

Total gross cost per ad \$ _____.

Cancellations will not be accepted after the publishing closing date.

Accent, 1384 Broadway, 11th Floor, New York, NY 10018 • Phone: 212-686-4412 • Fax: 212-686-6821

A Business Journals Publication