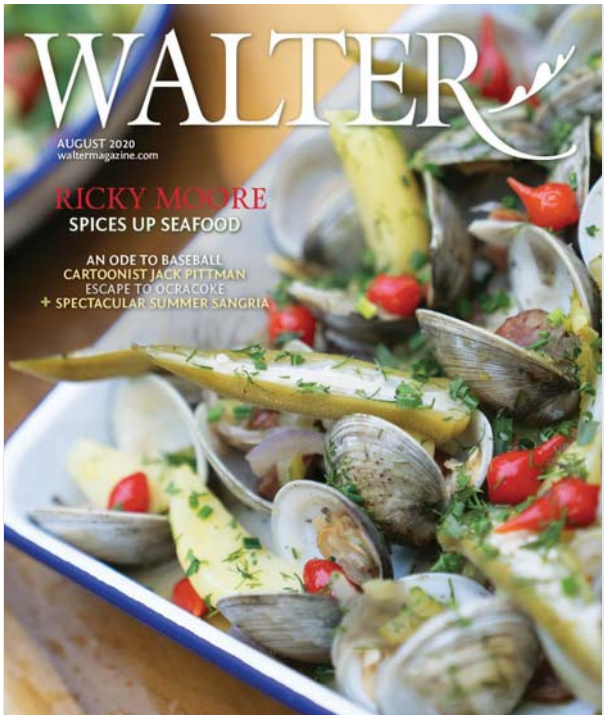
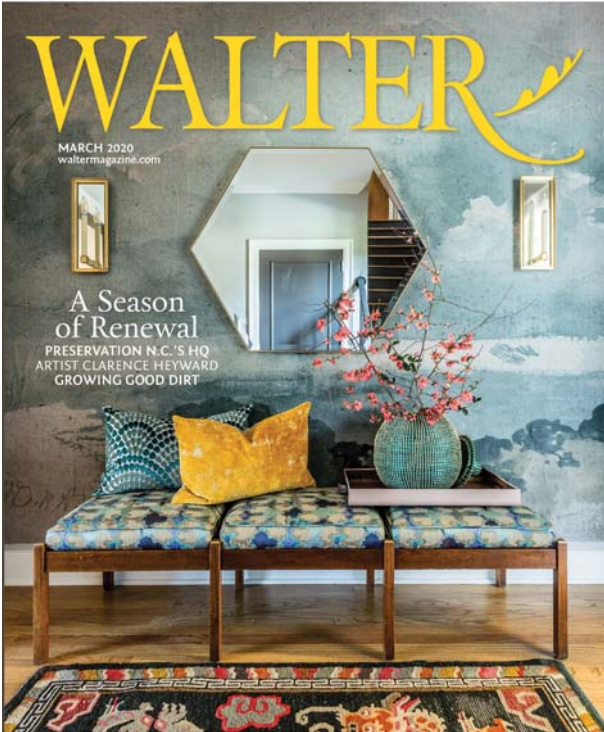
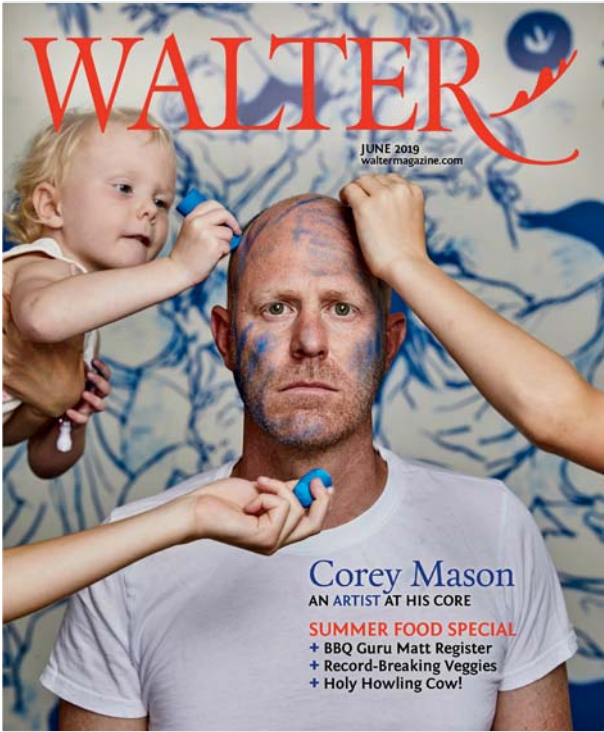


A person is holding a large, lush bouquet of flowers. The bouquet includes white ranunculus, a large dark red ranunculus, purple and white hydrangeas, and clusters of small pink and white flowers. The person's hands are visible at the bottom, holding the green stems. They are wearing a gold ring on their left ring finger and a gold bracelet on their left wrist. The background is dark and out of focus.

WALTER

The Art & Soul of Raleigh

2021 MEDIA KIT



Geoff Wood (ARTIST); Trey Thomas (INTERIOR); Ben McKeown (BANJO); Chris Charles (FOOD); Liz Condo (FLOWERS ON COVER)

A Cut Above

WALTER magazine is Raleigh's leading arts and culture publication.

Exceptional writing. Inspiring stories. Stunning photography. Over nine years, WALTER has built a reputation as the premium glossy publication in Raleigh and the surrounding Triangle community. WALTER's loyal, discerning readers trust the brand to deliver a curated mix of arts and culture coverage, human interest stories and literary pieces from *The New York Times* bestselling authors. Each month, WALTER engages North Carolina's top talent to fill its pages with original, proprietary content.

WALTER is anchored by an award-winning, subscription-based magazine that publishes 11 times per year. WALTER boasts an audience of 100,000 across print, digital and social media platforms, and its newsletters and events offer another touchpoint for readers to interact with WALTER and its partners. The WALTER reader is affluent, savvy and engaged, and acts on the information in the articles and advertisements. It's not uncommon for a store owner to hear, "I learned about you in WALTER!"

As part of The Pilot's magazine group, WALTER joins leading arts and culture publications across the state, including *O.Henry* in Greensboro, *PineStraw* in Southern Pines and *SouthPark* in Charlotte. The Pilot is a North Carolina-based, family-owned company with 125 years and four generations of publishing roots here in Raleigh.

What's in the name? It's a reference to Sir Walter Raleigh, the explorer for which the city was named. Smart, straightforward and in the know—that's WALTER. There is nothing else in the Triangle like WALTER.

"Very well done magazine. The writing is good,
design is attractive and photography is excellent.
Offers lots to the reader, from interesting stories
to great 'go and do' things."

—North Carolina Press Association



Each issue of WALTER features original content produced by local writers, photographers, illustrators and tastemakers. Here's a sampling of what you'll find inside its pages.

OUR TOWN Where to shop, eat and drink, plus standout people, businesses and nonprofits.

STORY OF A HOME Tours of high-design spaces.

ARTIST IN STUDIO Established and emerging makers across the arts.

PHOTO ESSAY Visual journeys and behind-the-scenes looks at our city.

THE WHIRL Photos from galas, gatherings, fundraisers and other events.



A Savvy Reader

WALTER reaches a loyal, discerning audience through its print issues, digital media and creative brand extensions.

WALTER prints 25,000 copies of the magazine 11 times a year. Each issue is distributed to subscribers and through strategic partnerships with retailers, hospitality brands and businesses such as the North Carolina Museum of Art, the Contemporary Art Museum of Raleigh, SAS and The Umstead Hotel & Spa. WALTER is also hand-delivered to homes with a tax value of \$450,000 or greater in hand-picked communities throughout Wake County, and through magazine racks designed by local artists that are placed in high-traffic, upscale retail locations.

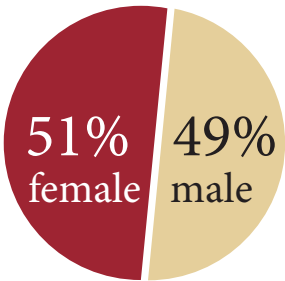
WALTER’s readers are passionately pursuing North Carolina and are consistently inspired by WALTER’s editorial content to take action.

Cary, Apex,
Holly Springs
10%

Raleigh:
inside the Beltline
65%

North Raleigh,
Wake Forest
25%

52% of readers
have a home
value above
\$600K



48
average
age

60% have a
household
income of
\$155K
or more



Print Opportunities

With its oversize trim and a velvety-smooth cover, readers love WALTER for the stories—and to decorate their coffee tables.

WALTER’s print magazine publishes 11 times per year with original, local and relevant content for the sophisticated Raleigh reader. On-brand advertising partners enhance and support the issue.

SIZE	1 TIME	3 TIMES	6 TIMES	11 TIMES
Two-Page spread	\$4,950	\$4,160	\$3,690	\$3,410
Full Page	\$2,970	\$2,500	\$2,215	\$2,050
2/3 Page	\$2,235	\$1,885	\$1,665	\$1,535
1/2 Page horizontal/vertical	\$1,785	\$1,500	\$1,330	\$1,225
1/3 Page square/vertical	\$1,345	\$1,130	\$1,000	\$920
1/4 Page	\$1,050	\$890	\$785	\$720

PREMIUM POSITIONS	1 TIME	11 TIMES
Back Cover	\$4,450	\$3,180
Inside Front	\$4,080	\$2,915
Inside Back	\$4,080	\$2,915
Forward Position (3-9, 11)	\$3,265	\$2,335
Two-Page Spread	\$5,490	\$3,925

In addition to monthly opportunities, WALTER offers specialty products including seasonal guides, stitch-in cards, cover sleeves and polybag inserts. There are also opportunities to advertise across North Carolina with our sister publications. Contact a WALTER sales representative for pricing.





Digital Opportunities

WALTER offers direct access to its exclusive content to more than 75,000 digital readers across its website, social media and newsletters.

With fresh content daily, WALTER’s website and social media platforms give locals ideas about where to shop, explore, eat and drink, and insights into the people and businesses they’re buzzing about.



WEBSITE	RATE
Home Page (970 x 250)	\$750
Run of Site (300 x 250)	\$750
Branded Digital Content	\$1500

NEWSLETTERS	RATE
Monthly (300 x 250)	\$450
Custom Content	\$925

50,000+
pageviews
per month

28%
average
open rate

newsletter
subscribers
10,000+

Event & Video Opportunities

WALTER’s special events bring the pages of the magazine to life.

Whether we’re celebrating local female innovators and entrepreneurs, learning to make biscuits in chef Vivian Howard’s private test kitchen or listening to stories of the North Carolina wilderness, WALTER will always deliver a one-of-a-kind experience. Through our exclusive, intimate in-person and virtual experiences, our sponsors can bring their brand to life and interact directly with an engaged audience.

200
average event
attendance

average ticket
price
\$100

43
average event
guest age





Advertising Specs

AD SIZE	NON-BLEED AD	BLEED AD	LIVE/SAFETY AREA*	TRIM SIZE
Two-Page Spread	17.5 x 10.375	18.25 x 11.125	17.5 x 10.375	18 x 10.875
Full Page	8.5 x 10.375	9.25 x 11.125	8.5 x 10.375	9 x 10.875
2/3 Vertical	5.6 x 10.375	6.35 x 11.125	5.6 x 10.375	5.725 x 10.875
1/2 Horizontal	8.5 x 5.1	9.25 x 5.85	8.5 x 5.1	9 x 5.225
1/2 Vertical	4.15 x 10.375	4.85 x 11.125	4.15 x 10.375	4.275 x 10.875
1/3 Vertical	2.7 x 10.375	N/A	N/A	N/A
1/3 Square	5.6 x 5.1	N/A	N/A	N/A
1/4 Page	4.15 x 5.1	N/A	N/A	N/A

**Text or logos outside the live/safety area are in danger of being trimmed during the printing process.*

GENERAL INFORMATION

Publication size 9 x 10.875 inches
Safety .25 inch from trim on all sides
Bleed .125 inch beyond trim on all sides
Binding method Perfect bound
Image resolution 300 dpi
Line screen 150 dpi
Color space CMYK only; no spot or RGB

ERRORS TO AVOID

- Incorrect dimensions
- Text outside the safety area
- Low-resolution images
- Images not converted to CMYK
- Spot color/PMS used in the color space
- Position marks or color bars in the live area

ACCEPTABLE FILE FORMAT

PDF/X-1a files are preferred with all fonts and high-resolution images embedded. Ensure that all elements are a minimum of 300 dpi at 100% size used in the ad.

WALTER CANCELLATION POLICY: Advertisers are required to select their designated issues in advance. Any cancellations or changes to the designated issues must be submitted in writing 10 days prior to space deadline of the issue in which the ad is to publish. Advertiser is otherwise liable for scheduled advertising. In the absence of a written cancellation notice, Publisher reserves the right to publish and bill the advertisement of advertiser's last designated issue for fulfillment of the contract obligation. If advertiser has not met Contract requirements, advertiser agrees to additionally pay Publisher the Rebilled Rate. Any advertiser cancelling their designated issue after space deadline will be charged a cancellation fee of 50% of advertiser's earned contract rate.

All Terms and Conditions in the current rate card apply.

Print Deadlines

ISSUE	SPACE/AD MATERIALS	CAMERA READY	IN HOMES
January/February	Monday, November 30	Tuesday, December 8	Wednesday, December 30
March	Friday, February 5	Tuesday, February 9	Wednesday, February 24
April	Tuesday, March 2	Thursday, March 11	Wednesday, March 31
May	Wednesday, March 31	Friday, April 9	Wednesday, April 28
June	Tuesday, May 4	Thursday, May 13	Tuesday, June 1
July	Thursday, June 3	Tuesday, June 14	Wednesday, June 30
August	Wednesday, June 30	Friday, July 9	Wednesday, July 28
September	Monday, July 26	Wednesday, August 4	Wednesday, August 25
October	Thursday, September 2	Monday, September 13	Wednesday, September 29
November	Thursday, September 30	Thursday, October 7	Wednesday, October 27
December	Thursday, November 4	Friday, November 12	Wednesday, December 1

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