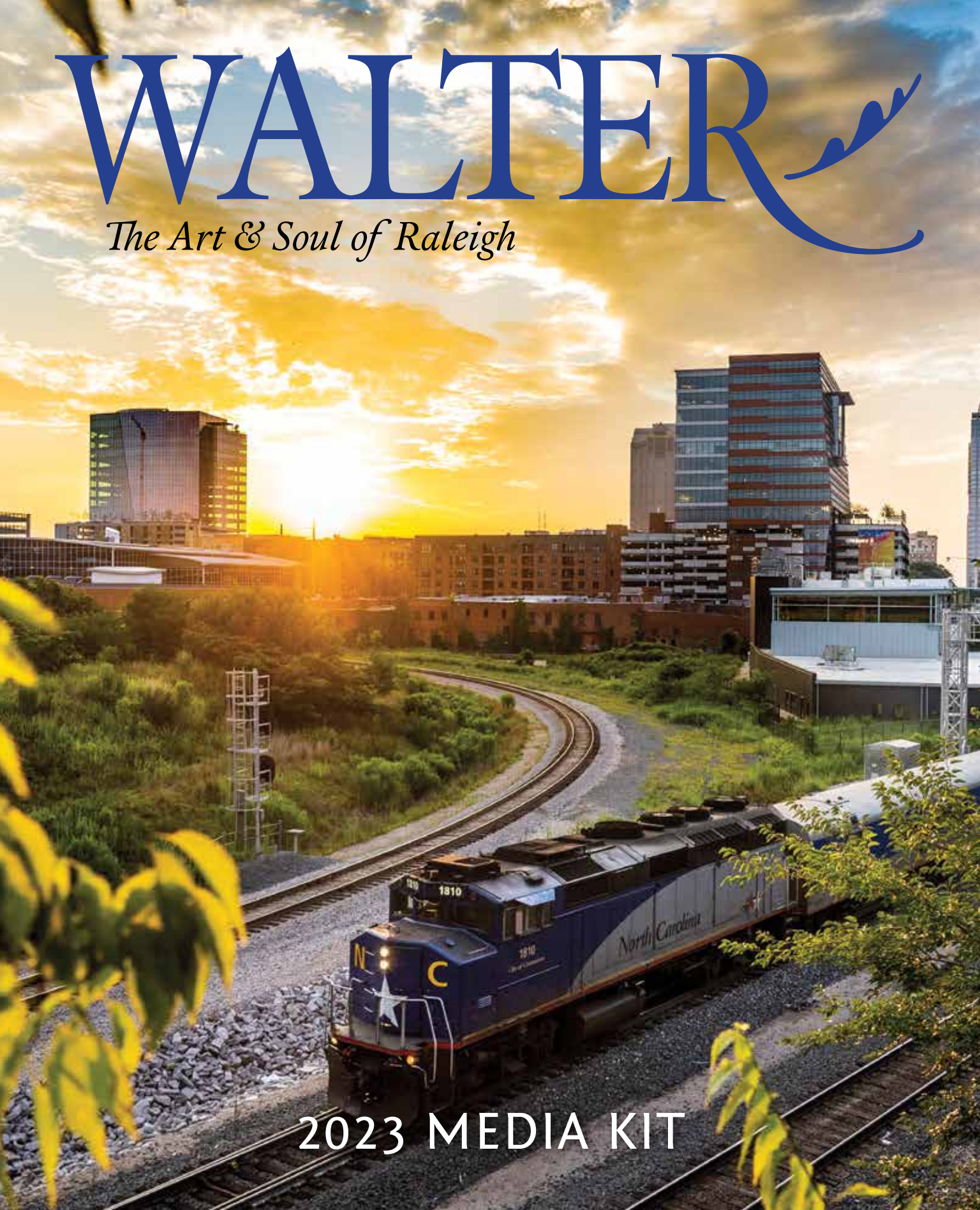


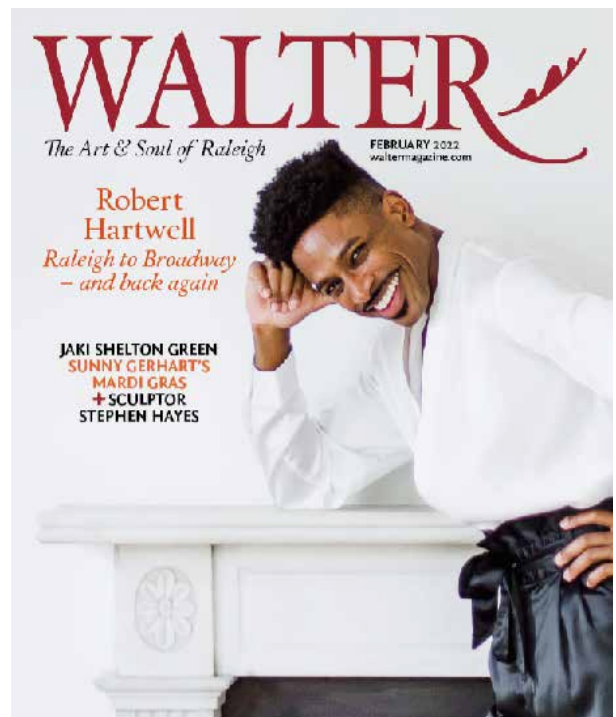
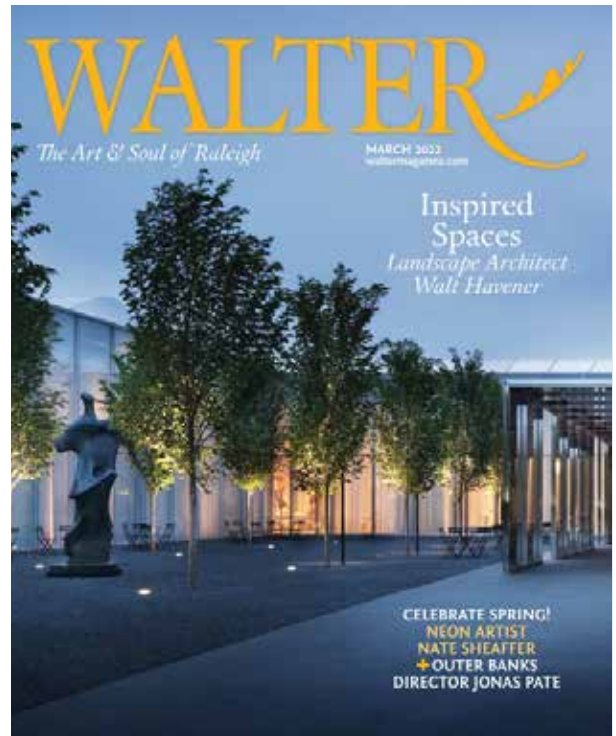
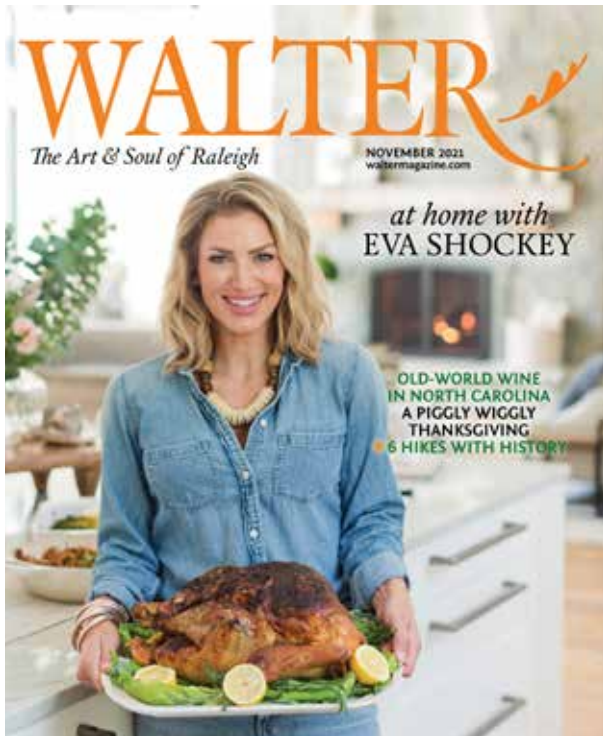
# WALTER

*The Art & Soul of Raleigh*



2023 MEDIA KIT

# ABOUT WALTER



Bryan Regan (COVER IMAGE); Brynn Gross (EVA SHOCKEY); Scott Francis (NCMA); Inslee Farris (ILLUSTRATION); Danielle Cohen (ROBERT HARTWELL)

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# Art & Soul

WALTER is Raleigh's leading culture magazine

**F**or more than ten years, WALTER has built a reputation as the premier arts and culture magazine in Raleigh. WALTER is anchored by a subscription-based magazine that publishes 12 times per year. In addition, WALTER's website, social media, newsletters and events reach a discerning audience on a variety of platforms.

WALTER readers are loyal and engaged. They act on information in the articles they read and the advertisements they see. WALTER boasts an audience of 100,000 across its print, digital and experiential platforms, most of whom are based inside the beltline in Raleigh. The WALTER reader is affluent, savvy and engaged.

Each month, WALTER delivers a curated collection of arts and culture coverage, human interest stories, home tours and literary pieces. Its pages are filled with original content from North Carolina's top talent, including *New York Times* bestselling authors and award-winning photographers. WALTER content is always beautiful, thoughtful, elevated — and fun.

WALTER is a part of the magazine group at The Pilot, a North Carolina-based publisher. This family-owned company has supported journalism in Raleigh for more than 125 years and over four generations. WALTER's sister publications include *O.Henry* in Greensboro, *PineStraw* in Southern Pines, *SouthPark* in Charlotte and *Business NC*.



# Inside the Issue

WALTER features original content produced by North Carolina writers, photographers and illustrators. A sampling of what you'll find...

**DATEBOOK** A curated list of what to do each month

**OUR TOWN** The people and places that make Raleigh tick

**NATURE** Celebrating the wild in our own backyard

**FOOD & DRINK** Inside noteworthy restaurants and bars

**VAULT** Visiting the collections of our state and local museums

**EXPLORE** New ideas to experience North Carolina and beyond

**NOTED** Wisdom and memories from local personalities

**STORY OF A HOUSE** Tours of the Triangle's most stylish spaces

**ARTIST IN STUDIO** Profiles of established and emerging makers

**HISTORY** A look back at important events and figures

**GIVERS** The nonprofits and philanthropists at the heart of the city

**PHOTO ESSAY** Storytelling through captivating visuals

**THE WHIRL** Photos from galas, gatherings and fundraisers

Trey Thomas



# A Discerning Reader

WALTER reaches an engaged, savvy audience through its print issues, digital media and brand extensions.

WALTER prints 25,000 copies of the magazine 12 times a year. Each issue is distributed 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 can be found in magazine racks designed by local artists placed in high-traffic, upscale retail locations such as the Village District, Five Points and North Hills. In addition, WALTER is hand delivered to subscribers and to homes with a tax value of \$650,000 or greater in select communities in Raleigh.

WALTER readers passionately pursue the good life. WALTER content inspires action.

Cary, Apex,  
Holly Springs

10%

Raleigh:  
Inside the Beltline

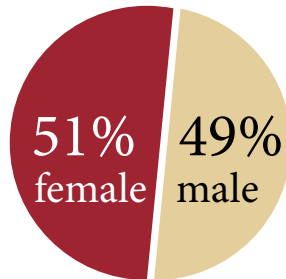
65%

North Raleigh,  
Wake Forest

25%

72% of readers  
have a home  
value above

\$650K



48  
average  
age

60% have a  
household  
income of

\$200K  
or more



# Print Magazine

With its oversize trim and velvety cover, WALTER is a true luxury publication, a joy to both read and display.

WALTER solicits on-brand advertising partners that appeal to a sophisticated Raleigh reader to enhance and support the issue.

| SIZE                         | 1 TIME  | 3 TIMES | 6 TIMES | 12 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  | 12 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 like the Events Preview, seasonal gift guides, stitch-in cards, cover sleeves and polybag inserts. There are also opportunities to advertise across North Carolina in partnership with our sister magazines. Contact a WALTER sales representative for pricing.







# Digital Media

WALTER reaches more than 75,000 readers across platforms.

WALTER's website, social media accounts and newsletters offer fresh content every day. This is where locals find the newest cultural events, restaurants, travel ideas and more.



Taylor McDonald

| WEBSITE                 | RATE    | SOCIAL MEDIA      | RATE  | NEWSLETTERS         | RATE  |
|-------------------------|---------|-------------------|-------|---------------------|-------|
| Home Page (1,000 x 250) | \$850   | Social Media Post | \$550 | Monthly (600 x 500) | \$500 |
| Run of Site (300 x 250) | \$850   |                   |       | Highlighted Content | \$550 |
| Branded Digital Content | \$1,500 |                   |       | Custom Content      | \$975 |

90,000+  
pageviews  
per month

44%  
average  
newsletter  
open rate

newsletter  
subscribers  
10,000+

# Experiential

WALTER brings the pages of the magazine to life.

There's nothing like the power of face-to-face marketing. Through its events and videos, WALTER connects with readers in person. From large-scale summits to intimate author readings to virtual events and professionally produced videos, WALTER creates the right atmosphere and brings an engaged audience. WALTER experiences are created by our in-house marketing team. They offer sponsor brands an opportunity to engage directly with our audience.

200  
average event  
attendance

average ticket  
price  
\$100

43  
average event  
guest age





Trains  
Tickets & Baggage Check-In  
Restrooms

RALEIGH

# 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    | 5.25 x 9.625  |                |                   |             |
| 1/2 Horizontal  | 8 x 4.625     |                |                   |             |
| 1/2 Vertical    | 3.875 x 9.625 |                |                   |             |
| 1/3 Vertical    | 2.5 x 9.625   |                |                   |             |
| 1/3 Square      | 5.25 x 4.625  |                |                   |             |
| 1/4 Page        | 3.875 x 4.625 |                |                   |             |

*\*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, PMS 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.

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# Print Deadlines

| ISSUE     | SPACE/AD MATERIALS    | CAMERA READY        | IN HOMES              |
|-----------|-----------------------|---------------------|-----------------------|
| January   | Tuesday, November 29  | Friday, December 9  | Friday, December 30   |
| February  | Wednesday, January 4  | Monday, January 9   | Tuesday, January 31   |
| March     | Wednesday, February 1 | Friday, February 10 | Tuesday, February 28  |
| April     | Wednesday, March 1    | Friday, March 10    | Friday, March 31      |
| May       | Thursday, March 30    | Friday, April 7     | Saturday, April 29    |
| June      | Thursday, April 27    | Monday, May 8       | Wednesday, May 31     |
| July      | Tuesday, May 30       | Friday, June 9      | Friday, June 30       |
| August    | Thursday, June 29     | Friday, July 7      | Friday, July 28       |
| September | Wednesday, August 2   | Friday, August 11   | Thursday, August 31   |
| October   | Friday, September 1   | Friday, September 8 | Friday, September 29  |
| November  | Friday, September 29  | Tuesday, October 10 | Tuesday, October 31   |
| December  | Monday, October 30    | Friday, November 10 | Thursday, November 30 |

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WALTER   
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