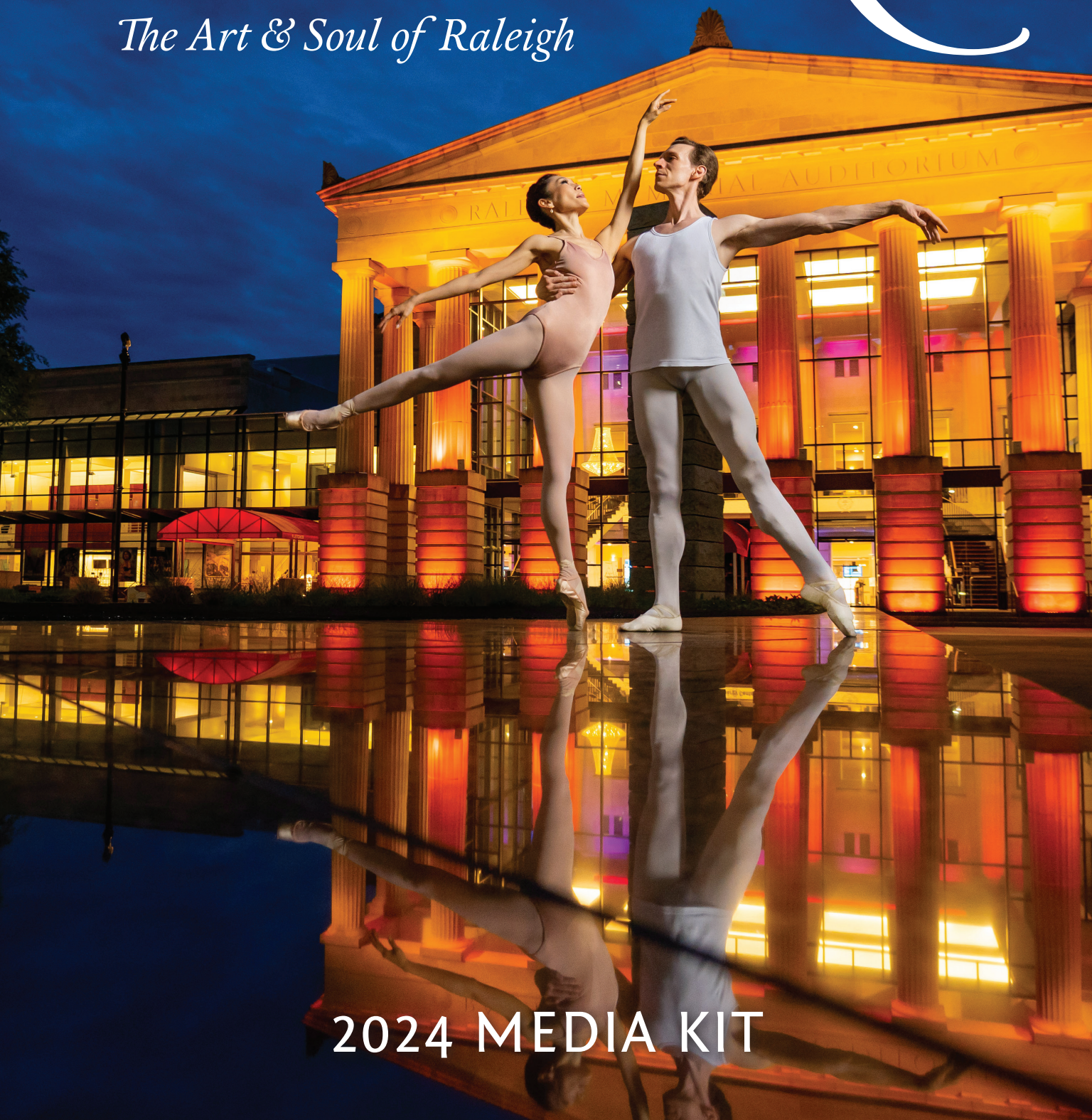


WALTER

The Art & Soul of Raleigh



2024 MEDIA KIT



Justin Kase Conder (COVER IMAGE); Bryan Regan (MAGAZINES)

The Art & Soul of Raleigh

The tagline says it all: WALTER magazine is dedicated to sharing stories that are curated, authentic and relevant to its readers. WALTER celebrates arts and culture, honors our city's history and moves the conversation forward. WALTER is always thoughtful and beautifully presented, a source of pride for Raleigh.

WALTER is anchored by a print magazine that comes out 12 times per year. Each month, WALTER delivers 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 writers and award-winning photographers. In 2022, WALTER was awarded Best Magazine by the North Carolina Press Association.

In addition to the print publication, WALTER has a robust digital footprint through its website, weekly newsletter and social media. WALTER also hosts upscale events that bring the magazine to life, including dining experiences with James Beard Award-winning chefs and storytelling with Raleigh's business leaders.

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.

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. WALTER's sister publications include *O.Henry* in Greensboro, *PineStraw* in Southern Pines, *SouthPark* in Charlotte and *Business North Carolina*.



Inside the Issue...

DATEBOOK A curated list of what to do each month

LOCALS The people and places that make Raleigh tick

NATURE Celebrating the wild in our own backyard

FOOD & DRINK Inside noteworthy restaurants and bars

MUSIC Getting to know local bands and personalities

VAULT Visiting the collections of our cultural institutions

EXPLORE New ideas to experience North Carolina and beyond

GIVERS The nonprofits and philanthropists at the heart of the city

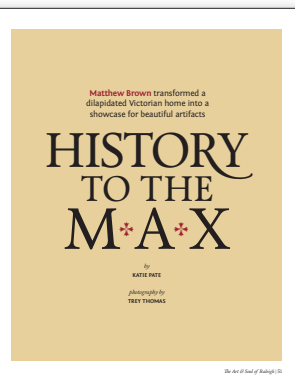
HISTORY A look back at important events and figures

NOTED Wisdom and memories from local personalities

STORY OF A HOUSE Tours of the Triangle's most stylish homes and gardens

ARTIST IN STUDIO Profiles of established and emerging makers

THE WHIRL Photos from galas, gatherings and fundraisers



A Discerning Reader

WALTER readers are engaged, savvy and passionately pursue the good life. WALTER content inspires action.

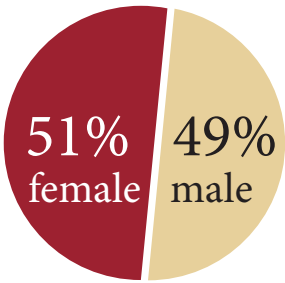
WALTER prints 25,000 copies of the magazine, 12 times a year. Each issue is distributed through strategic partnerships with retailers, hospitality brands and businesses such as the North Carolina Museum of Art, the Contemporary Art Museum of Raleigh, SAS and The Umstead Hotel & Spa. WALTER can be found 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 mailed directly to subscribers, as well as to homes with a tax value of \$750,000 or greater in select communities in Raleigh.

Subscription/
Special Events
10%

Raleigh:
Inside the Beltline
75%

North Raleigh
15%

72% of readers
have a home
value above
\$700K



51
average
age

60% have a
household
income of
\$250K
or more

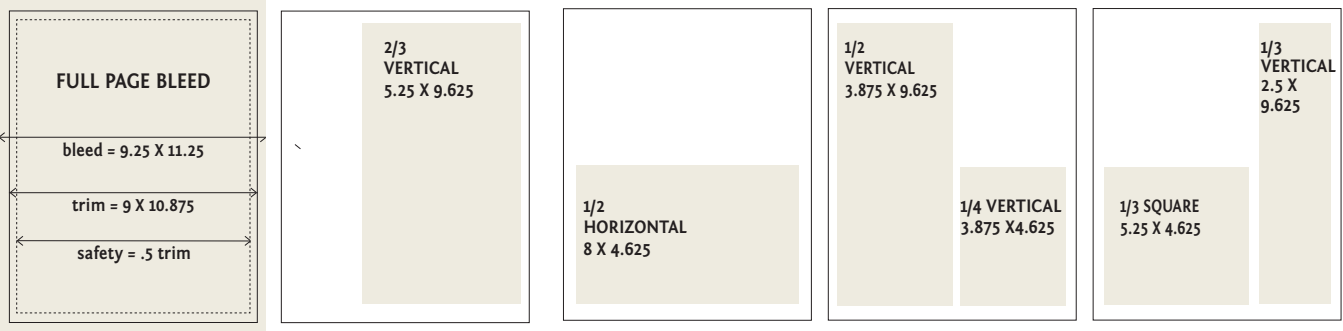


Print Ads

WALTER solicits on-brand advertisers that appeal to a sophisticated Raleigh reader. WALTER works with its advertising partners to create beautiful ads, and place them near complementary editorial.

| 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 |







Digital Ads

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. WALTER reaches more than 100,000 readers a month across platforms.

| WEBSITE | RATE | SOCIAL MEDIA | RATE | NEWSLETTERS | RATE |
|-------------------------|---------|-------------------|-------|---------------------|---------|
| Home Page (1,000 x 250) | \$850 | Social Media Post | \$600 | Monthly (600 x 500) | \$500 |
| Run of Site (300 x 250) | \$850 | | | Highlighted Content | \$550 |
| Branded Digital Content | \$1,500 | | | Custom Content | \$1,025 |

100,000+
monthly readers
across digital
platforms

Instagram
& Facebook
followers
29,000

90,000+
pageviews
per month

47%
average
newsletter
open rate

10,000+
newsletter
subscribers



Samantha Everette

Events

From large-scale summits to intimate author readings, WALTER’s in-house events create the right atmosphere and attract enthusiastic guests. This gives our sponsors an opportunity to engage directly with our audience.

200
average event
attendance

average ticket
price
\$100

43
average event
guest age



Custom Ads

WALTER is always happy to work with clients to create new ways to reach its readers. Specialty print products include the Events Preview special sections, seasonal gift guides and polybag inserts. Specialty digital products include promotions and contests. WALTER also offers an opportunity to advertise across North Carolina in partnership with our sister magazines.



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.

Print Deadlines

| ISSUE | SPACE/AD MATERIALS | CAMERA READY | IN HOMES |
|-----------|----------------------|-----------------------|------------------------|
| January | Monday, November 27 | Friday, December 8 | Saturday, December 30 |
| February | Thursday, January 4 | Friday, January 12 | Monday, January 29 |
| March | Thursday, February 1 | Friday, February 9 | Wednesday, February 28 |
| April | Friday, March 1 | Monday, March 11 | Thursday, March 28 |
| May | Thursday, March 28 | Wednesday, April 10 | Monday, April 29 |
| June | Monday, April 29 | Friday, May 10 | Thursday, May 30 |
| July | Thursday, May 30 | Monday, June 10 | Friday, June 28 |
| August | Thursday, June 27 | Friday, July 12 | Monday, July 29 |
| September | Wednesday, July 31 | Friday, August 9 | Wednesday, August 28 |
| October | Friday, August 30 | Tuesday, September 10 | Friday, September 27 |
| November | Tuesday, October 1 | Friday, October 11 | Wednesday, October 30 |
| December | Thursday, October 31 | Friday, November 8 | Wednesday, November 27 |

JULIE NICKENS

Sales Manager

julie@waltermagazine.com

919.622.5720

CRISTINA HURLEY

Advertising Account Executive

cristina@waltermagazine.com

919.279.3132