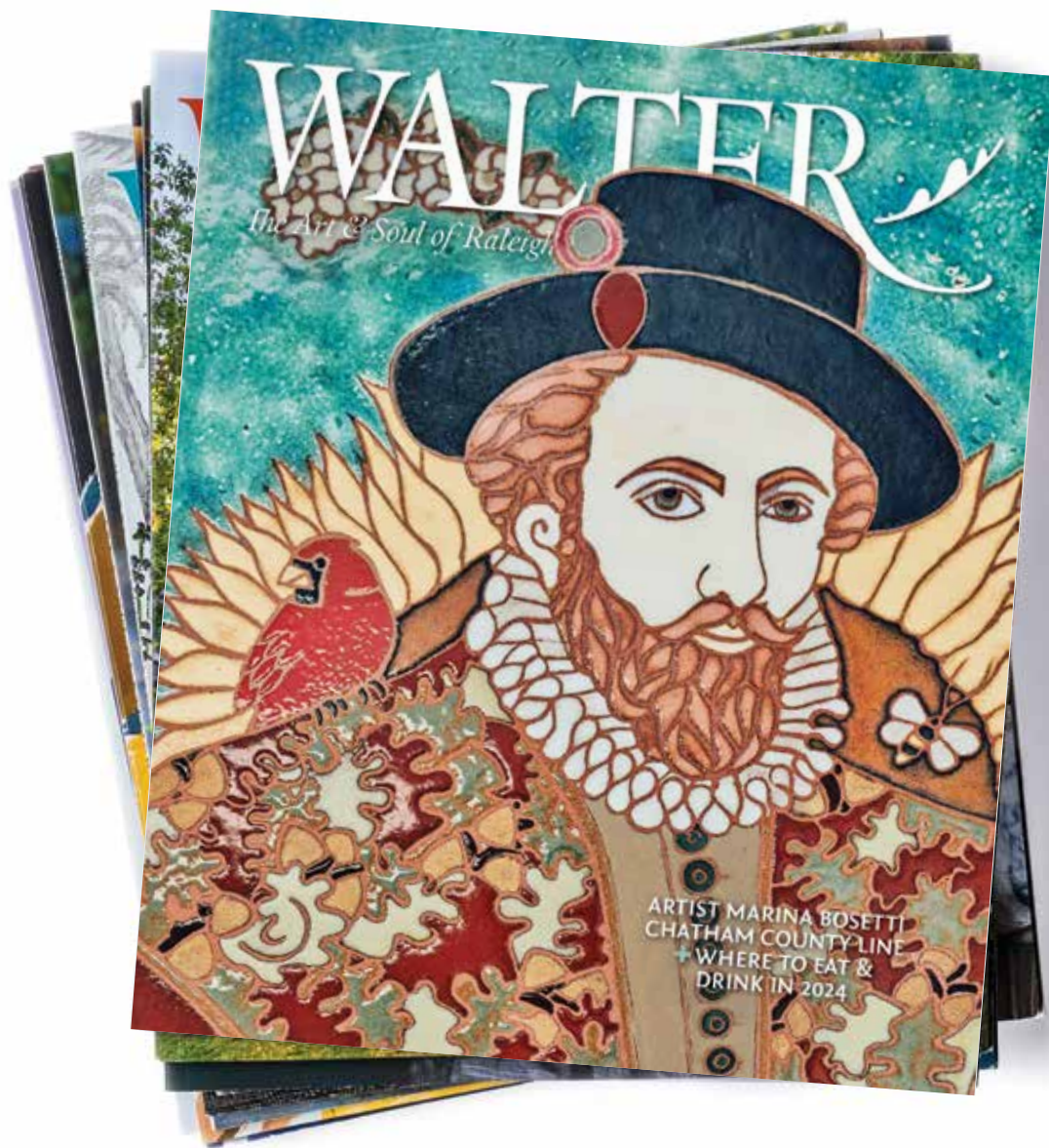


WALTER

The Art & Soul of Raleigh



2025 MEDIA KIT



WALTER

The Art & Soul of Raleigh

ARTIST MARINA BOSETTI
CHATHAM COUNTY-LINE
+ WHERE TO EAT &
DRINK IN 2024

The Art & Soul of Raleigh

WALTER is a beautiful, upscale magazine dedicated to celebrating Raleigh culture through curated, authentic stories. The print magazine publishes 12 times per year and includes arts coverage, human interest stories, home tours and literary pieces. WALTER contributors include top talent from North Carolina, including *New York Times* bestselling writers and award-winning photographers. WALTER's editorial and advertising pages have received numerous awards, including Best Magazine from the North Carolina Press Association and Best Design from the Folio: Eddie and Ozzie Awards.

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*.





- 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** New and noteworthy restaurants and bars
- MUSIC** Getting to know local bands and personalities
- VAULT** Inside the collections of our cultural institutions
- EXPLORE** New ways 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 stylish homes and gardens
- ARTIST IN STUDIO** Profiles of established and emerging makers
- THE WHIRL** Photos from galas, gatherings and fundraisers

Catherine Nguyen



AUDIENCE

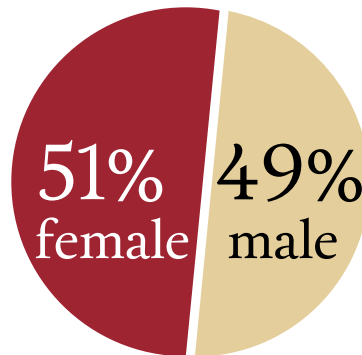
Raleigh:
Inside the Beltline

75%

85% of readers
have a home
value above
\$900K

15%
North Raleigh

Subscription/
Special Events
10%



80% have a
household
income of
\$310K
or more

10,000
copies mailed directly
to select zip codes
in Raleigh including
27601, 27605, 27607, 27608,
27609 and 27612

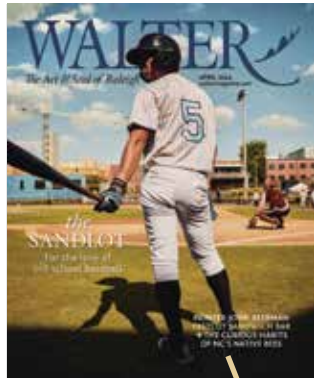
51
average
age

2,000
copies delivered
through partnerships
with retailers, hospitality brands,
museums and businesses such as
North Carolina Museum of Art,
The Umstead Hotel & Spa,
CAM Raleigh and SAS

12
custom magazine racks
designed by local artists
in high-traffic, upscale retail locations such as
The Village District, Five Points and North Hills







PRINT
80,000
monthly readership
23,000
printed circulation

ONLINE
348,000
annual users
1,080,000
annual page views



EVENTS
1,000
in-person engagement
100,000
impressions

NEWSLETTERS
10,500
email subscribers
47%
average open rate



SOCIAL
31,000
Instagram and
Facebook followers
1,000,000
annual impressions



STATEWIDE REACH
210,000
readers with sister pubs
4
cities covered

PRINT ADVERTISEMENTS

WALTER solicits on-brand advertising partners that appeal to a sophisticated Raleigh reader. Our in-house designers work with clients to create marketing campaigns 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

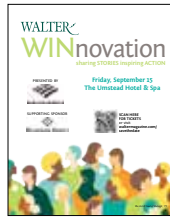
In addition to our standard advertising offerings, WALTER is always happy to work with clients to create new ways to reach our readers. Specialty print products include polybag inserts, multi-page gatefolds and stitch-in sections, as well as promotions and contests. Clients can also advertise with our sister magazines to reach more than 200,000 readers across North Carolina. Special rates are offered for a multi-market buy.







FEBRUARY TRAVEL
Places to go in North Carolina and beyond.
Space & Materials: 1/4
From \$1,895



AUGUST WINNOVATION
A preview of our signature September event.
Space & Materials: 6/27
From \$1,000



MARCH SPRING EVENTS GUIDE
What's in store for art, music, culture and more.
Space & Materials: 2/1
From \$1,000



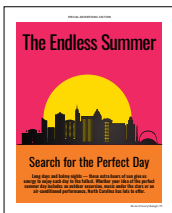
SEPTEMBER FALL EVENTS GUIDE
What's in store for art, music, culture and more.
Space & Materials: 7/31
From \$1,000



MAY GIFT LOCAL
What to buy from area retailers.
Space & Materials: 3/28
From \$495



OCTOBER PARADE OF HOMES
Preview this local building showcase.
Space & Materials: 7/23
From \$2,100



JUNE EXPLORE
Things to do in North Carolina and beyond.
Space & Materials: 4/29
From \$1,895



NOVEMBER NONPROFIT SPECIAL
Organizations that give back to our community.
Space & Materials: 10/1
From \$495



JULY FAMILY-OWNED BUSINESS
Local companies with generational impact.
Space & Materials: 5/30
From \$1,000



DECEMBER CELEBRATE THE SEASON
What to buy from area retailers.
Space & Materials: 10/31
From \$1,000

DIGITAL ADVERTISING

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 its digital platforms.



HOME PAGE ADS

- One 728x90 image with direct link to client
 - Up to 2 sold per month
- \$850**

SIDEBAR ADS

- One 300x250 image with direct link to client
 - Up to 2 sold per month
- \$850**

BRANDED WEB POST

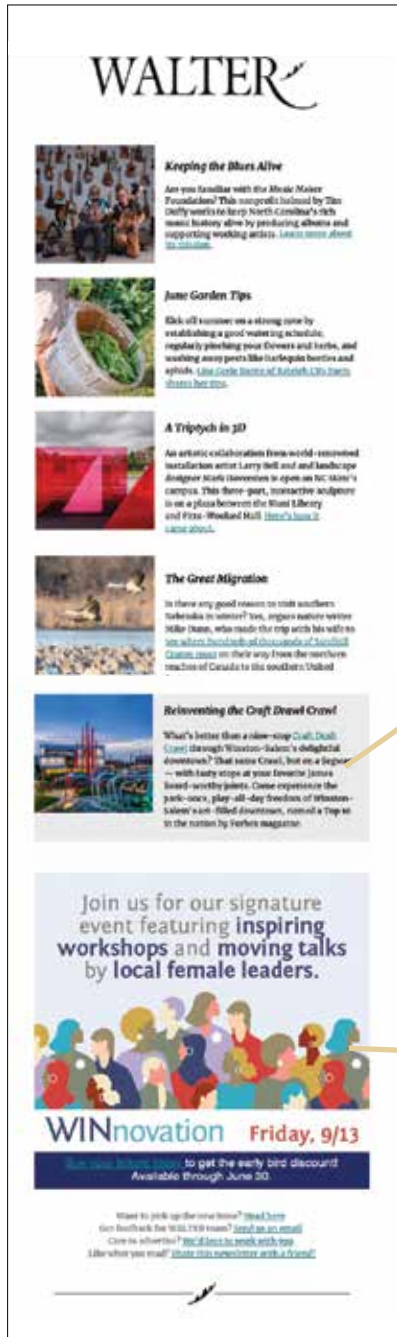
- Full article (up to 3 images & 500 words of text) with advertiser information
 - Work with editorial team on copy
 - Runs on home page for 1 month
 - Up to 1 sold per month
- \$1,500**



SOCIAL MEDIA POST

- Up to 15 images and 40 words of copy with client tagged in WALTER's Instagram
 - Work with editorial team to create WALTER voice
 - Paid partnership label
 - Opportunity to direct link in Stories
 - Up to 1 sold per week
- \$600**

EDITORIAL NEWSLETTERS



DEDICATED EMAIL

- 100% share of voice
- Same audience as the editorial newsletters
- Work with the editorial team to create engaging campaign
- Up to 4 visuals and 500 words of copy with direct links to client

\$1,025

HIGHLIGHTED CONTENT

- 1 square image and up to 40 words of copy with direct link to client
- Work with editorial team to create WALTER voice
- Only 1 sold per newsletter

\$600

AD BLOCK

- 500x500 image with direct link to client
- Use your own creative
- Only 1 sold per newsletter

\$500

SPONSORED EMAIL



EVENTS

At WALTER events, sponsors have an opportunity to engage directly with an enthusiastic, engaged audience.



WINNOVATION

For more than 10 years, professional women have gathered at WINnovation to celebrate innovative leaders in our community. In TED-style talks, speakers share their stories over dinner at The Umstead Hotel & Spa. Networking and professional workshops are also part of the evening. Past speakers have included Janet Cowell, Valerie Hillings, Cheetie Kumar, Lindsay Zanno, Sepi Saidi, Nnenna Freelon and Brooks Bell.



TASTE OF THE WILD

This fall event honors North Carolina's agricultural roots with a farm-to-table dinner that pairs two celebrity chefs for an exclusive meal celebrating the outdoors and conversation. Some past chef duos have included Ricky Moore & Matt Register, Dean Neff & Wyatt Dickson and Sunny Gerhart & Jake Wood.



BOOK CLUB

When local authors have new books relevant to our audience, we work with them to curate a custom meal and book talk that matches the spirit of their latest work. Past events have included a summer supper with Kristy Woodson Harvey, Italian bites with Frances Mayes, as well as appetizers and drinks with Allan Gurganus, Lee Smith and Celia Rivenbark.



CELEBRATE THE SEASON

This festive event curates local retailers into a cool space for one-stop holiday shopping. Over food and drinks, guests browse dozens of vendors and get a chance to connect with the brands they love. Past retailers have included Designed for Joy, Flourish Market, Gather Goods Co., If It's Paper, the North Carolina Museum of Art, Spring & Mulberry, Sweetgrass Home and WILDERS.



PRODUCTION 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			

Ad should be built size of trim listed above. Add a .125 bleed to all four sides when creating PDF. Keep text and important information within the live/safety area. **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

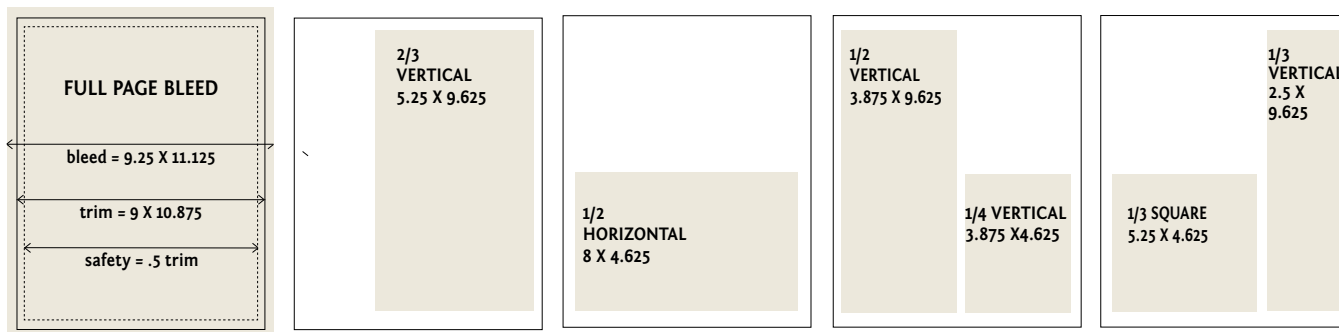
Color space CMYK only; no spot, PMS or RGB

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.



DEADLINES

ISSUE	SPACE/AD MATERIALS	CAMERA READY	IN HOMES
January	Tuesday, November 19	Tuesday, December 3	Friday, December 27
February	Friday, December 27	Wednesday, January 8	Wednesday, January 29
March	Friday, January 24	Tuesday, February 4	Wednesday, February 26
April	Friday, February 21	Tuesday, March 4	Wednesday, March 26
May	Friday, March 21	Tuesday, April 1	Wednesday, April 23
June	Thursday, April 24	Tuesday, May 6	Wednesday, May 28
July	Thursday, May 22	Tuesday, June 3	Wednesday, June 25
August	Friday, June 27	Tuesday, July 8	Wednesday, July 30
September	Wednesday, July 23	Tuesday, August 5	Wednesday, August 27
October	Thursday, August 21	Tuesday, September 2	Wednesday, September 24
November	Tuesday, September 23	Tuesday, October 7	Wednesday, October 29
December	Thursday, October 23	Tuesday, November 4	Wednesday, November 26

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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