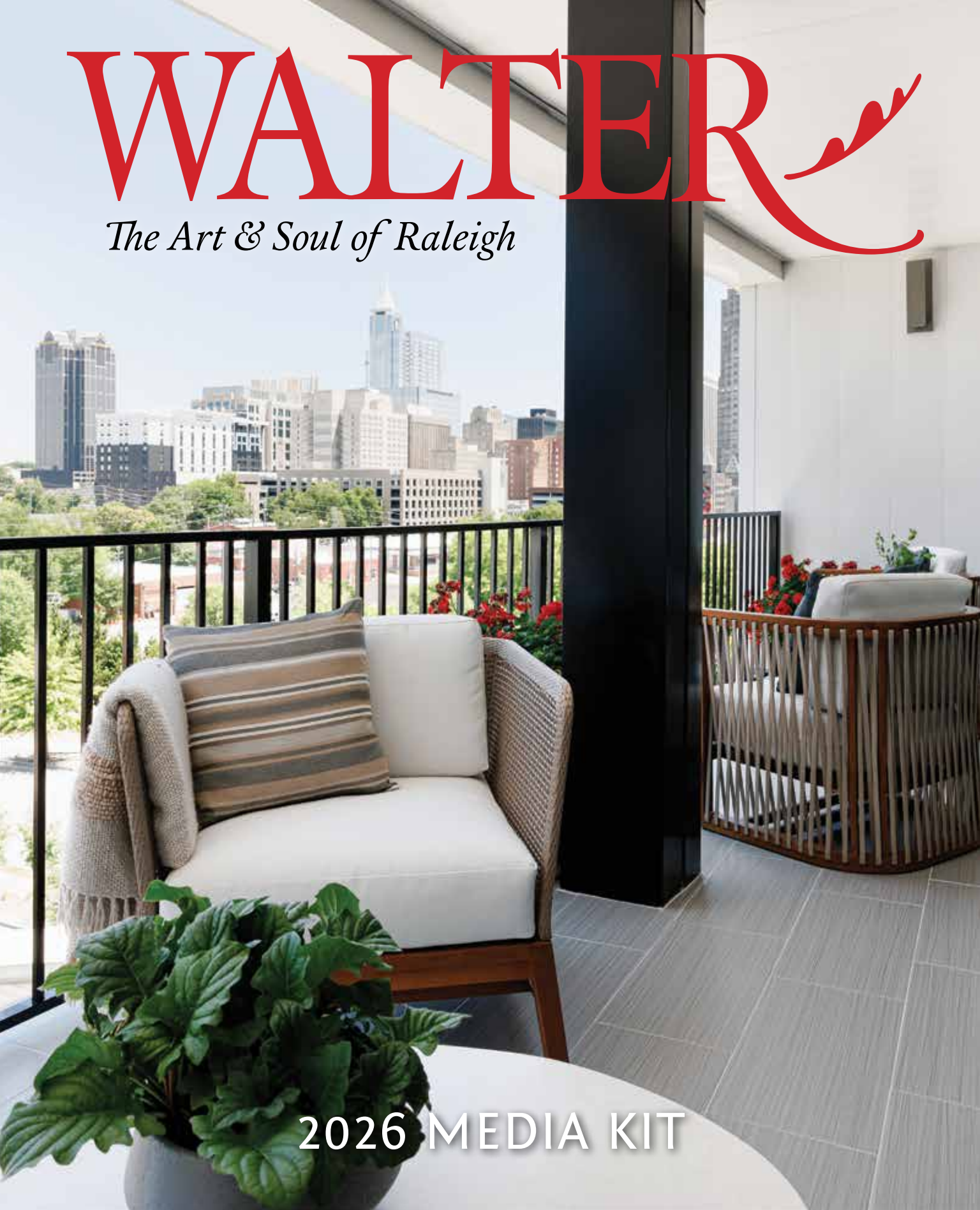


WALTER

The Art & Soul of Raleigh



2026 MEDIA KIT



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. In addition to the monthly magazine, once a year WALTER publishes OUR TOWN, an insider's guide to living in Raleigh.

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, *Eastbound* in the Coastal Plains 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 bands, solo acts and institutions
- EXPLORE** New ways to experience North Carolina and beyond
- GIVERS** Nonprofits and philanthropists at the heart of our city
- HISTORY** A look back at important events and figures
- NOTED** Locals share their wisdom and memories
- STORY OF A HOUSE** Tours of stylish homes and gardens
- ARTIST IN STUDIO** Profiles of established and emerging creatives
- THE WHIRL** Photos from galas, gatherings and fundraisers

Rebecca Necessary



AUDIENCE

Live in Raleigh,
inside the Beltline

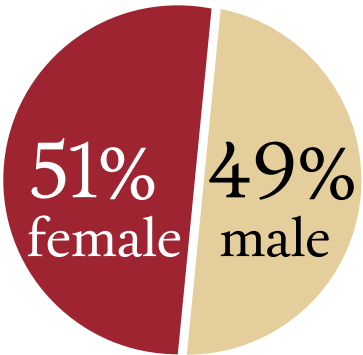
75%

51
average
age

15%
Live in
North Raleigh

85% of readers
have a home
value above

\$900K



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

Received through
subscription &
special events
10%

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





WALTER'S REACH



PRINT
80,000
monthly readership
23,000
printed circulation

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



NEWSLETTERS
11,000
email subscribers
35%
average open rate



SOCIAL
31,500
Instagram and
Facebook followers
2,000,000
annual impressions



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



STATEWIDE REACH
210,000
readers with sister pubs
5
areas 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.

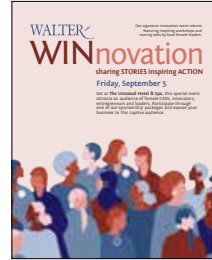




ADVERTISING SPECIAL SECTIONS



JANUARY
THE LEGACY EDIT
 Celebrating companies
 with generational impact.
Space & Materials: 11/13
 From \$1,500



AUGUST
WINNOVATION
 A preview of our signature
 September event.
Space & Materials: 6/15
 From \$1,750



FEBRUARY
TRAVEL
 Places to go in North
 Carolina and beyond.
Space & Materials: 12/22
 From \$1,895



SEPTEMBER
FALL EVENTS GUIDE
 What's in store for art,
 music, culture and more.
Space & Materials: 7/24
 From \$1,200



MARCH
SPRING EVENTS GUIDE
 What's in store for art,
 music, culture and more.
Space & Materials: 1/29
 From \$1,200



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



MAY
SHOP LOCAL
 What to buy from
 area retailers.
Space & Materials: 3/12
 From \$495



NOVEMBER
GUIDE TO GIVING
 Organizations that give
 back to our community.
Space & Materials: 9/17
 From \$995



JUNE
THE SUMMER EDIT
 Things to do in North
 Carolina and beyond.
Space & Materials: 4/16
 From \$1,895



DECEMBER
**HOLIDAY EVENTS &
 CELEBRATE THE SEASON**
 What to buy from
 area retailers.
Space & Materials: 10/16
 From \$495

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

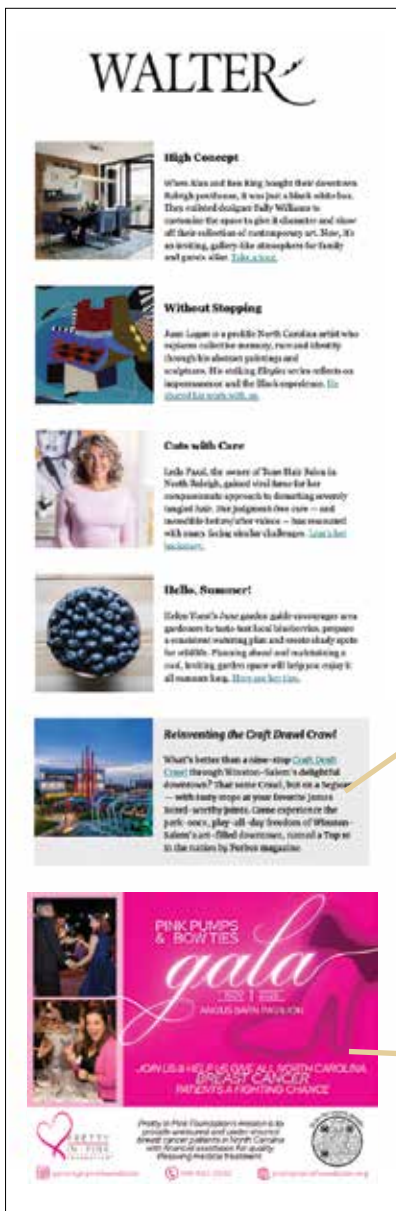
- Full article (up to 3 images & 500 words of text) with advertiser information
 - Work with editorial team on copy
 - Runs on home page for 1 month
 - Up to 1 sold per month
- \$1,500**



SOCIAL MEDIA POST

- Up to 20 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. Each year, WALTER hosts 5-6 events, including...



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, 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 conservation. Some past chef duos have included Jamie Davis & Sam Jones, Ricky Moore & Matt Register, Dean Neff & Wyatt Dickson and Sunny Gerhart & Jake Wood.



BOOK CLUBS

When North Carolina authors have new books that are relevant to our audience, we work with them to curate a custom book event that matches the spirit of their latest work. Past events have included An Evening in Paris with Jennifer Dasal, an intimate Q&A with Valerie Bauerlein, 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.

Left page: John Hansen (WINNOVATION, TASTE OF THE WILD); Cristina Baker (BOOK CLUB) right page: John Hansen (TASTE OF THE WILD)



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			

*Full page ads with bleed should be built to the trim size 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

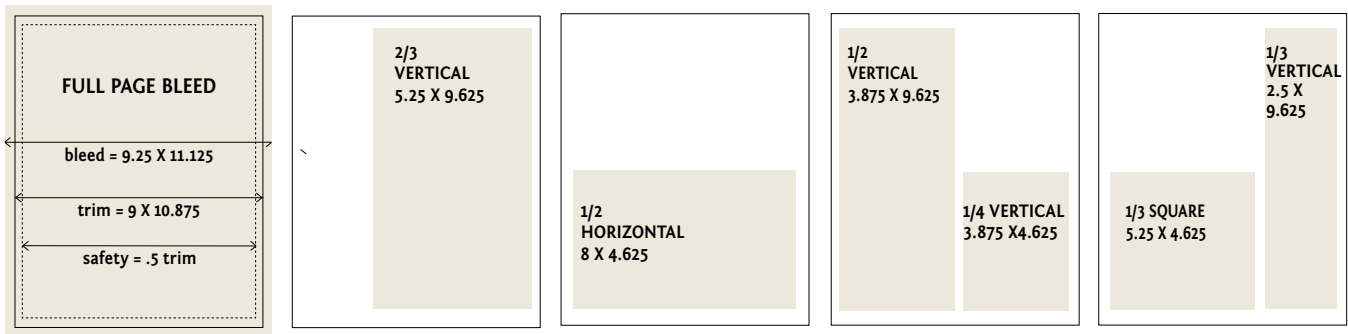
Publication size 9 x 10.875 inches
Safety .25 inch from trim on all sides
Bleed .125 inch beyond trim on all sides
Binding method Perfect bound
Image resolution 300 dpi
Line screen 150 dpi
Color space CMYK only; no spot, PMS or RGB

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	Thursday, November 20	Monday, December 1	Friday, December 26
February	Tuesday, December 30	Tuesday, January 6	Thursday, January 29
March	Thursday, January 22	Tuesday, February 3	Thursday, February 26
April	Thursday, February 19	Monday, March 2	Wednesday, March 25
May	Thursday, March 19	Monday, March 30	Wednesday, April 22
June	Thursday, April 23	Monday, May 4	Wednesday, May 27
July	Friday, May 22	Monday, June 1	Wednesday, June 24
August	Thursday, June 25	Monday, July 6	Wednesday, July 29
September	Thursday, July 23	Monday, August 3	Wednesday, August 26
October	Thursday, August 20	Monday, August 31	Wednesday, September 23
November	Thursday, September 24	Monday, October 5	Wednesday, October 28
December	Thursday, October 22	Monday, November 2	Friday, November 27

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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