

2026 MEDIA KIT

OUR TOWN

2026



A curated guide to Raleigh living by the editors of WALTER

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In 2025, WALTER magazine released its first insider's guide to Raleigh. Called OUR TOWN, its name reflects the spirit of the City of Oaks: a place with big-city amenities and a small-town feel.

OUR TOWN is chock-full of ideas to explore and enjoy Raleigh, a go-to for visitors and locals alike. Inside OUR TOWN, readers will find...

- **Neighborhood guides** to residential and commercial areas
- Resources for enjoying Raleigh's **arts and cultural experiences**
- **Restaurant recommendations** for every occasion — from big nights out to intimate dinners, brunch and breakfast
- Ideas for where to **enjoy coffee, wine, beer and cocktails**
- **Shopping suggestions** highlighting locally-owned retailers
- Advice to explore Raleigh's **parks and green spaces**
- And more!

OUR TOWN is produced by the creative team at WALTER, which is part of the magazine group at The Pilot, a family-owned, North Carolina-based publisher. For more than 10 years, WALTER has offered curated, authentic stories that highlight this dynamic city — OUR TOWN gathers that expertise.

OUR TOWN is an easy-to-read guide to what makes Raleigh such an incredible place.



PRINT OPPORTUNITIES AND RATES

Premium Positions

Covers (back, inside front, inside back)

Forward Position (pages 3-9)

Two-page Spread: \$2,950

Full Page: \$2,500

Run of Book

Two-page Spread: \$2,250

Full Page: \$1,500

Spotlight Add-on: \$250*

*available with purchase of ad

Deadline Details

Space Reservation: May 22

Materials Due: June 15

Delivery: August

Distribution: 15,000 copies

AD	SIZE
Two-Page Spread	15.5 x 9.5
Full Page	7.5 x 9.5

Going Somewhere?

Whether it's a family hike down the hill, a backpacking trip into the wild, or an overnight backcountry hike, we've got you covered for your next adventure.

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LOCAL CHARACTER

As Raleigh has grown, its neighborhoods have evolved their own distinct personalities. Here are five worth exploring.



When folks ask us why we love Raleigh, the answer is to point toward all of our favorites, like the top coffee roasters, restaurants performing live music that make it a destination for one of its own. But we believe that it's the everyday beauty that makes our city so special. Our love of local character is what we're celebrating in this story. From the historic homes with ornate details that you can still see everywhere, to the vibrant street art that has become a local landmark, we've got you covered for your next adventure. Check out the following pages, we've highlighted the most beautiful neighborhoods that each offer a different flavor in the City of Oaks.

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THE HEART OF RALEIGH

Downtown is the heart of the city, the place where the past meets the present. It's a vibrant mix of historic architecture, modern amenities, and a thriving community. From the historic homes of the Old South to the modern skyscrapers of the new downtown, there's something for everyone in the heart of Raleigh.

Through the years, downtown has evolved. It's no longer just a place of business, but a place of life. It's a place where you can enjoy a walk through the historic district, a stroll through the modern art galleries, or a visit to the historic homes of the Old South. It's a place where you can enjoy a walk through the historic district, a stroll through the modern art galleries, or a visit to the historic homes of the Old South.

Whether you're looking for a place to live, work, or play, downtown has something for everyone. It's a place where you can enjoy a walk through the historic district, a stroll through the modern art galleries, or a visit to the historic homes of the Old South.

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