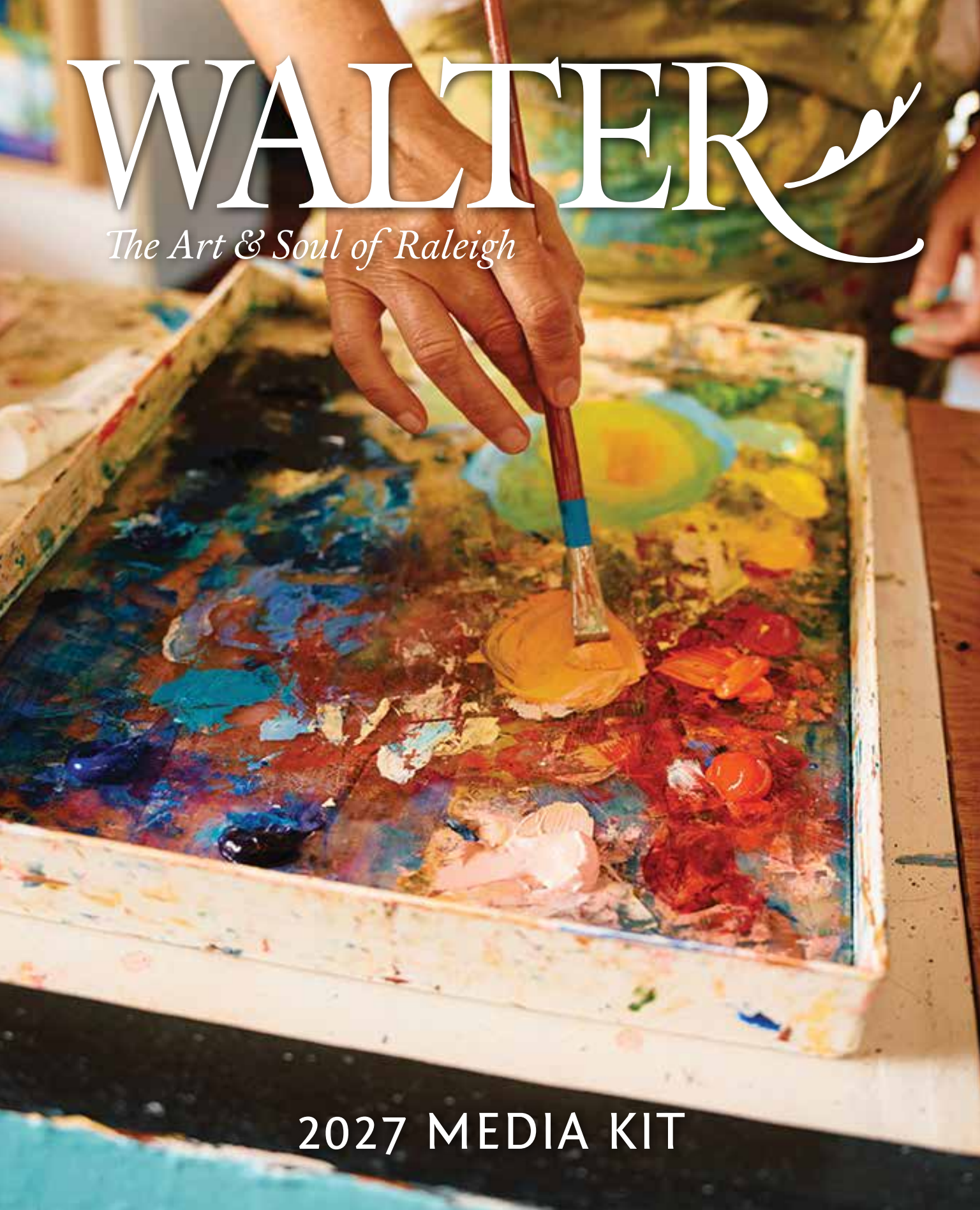


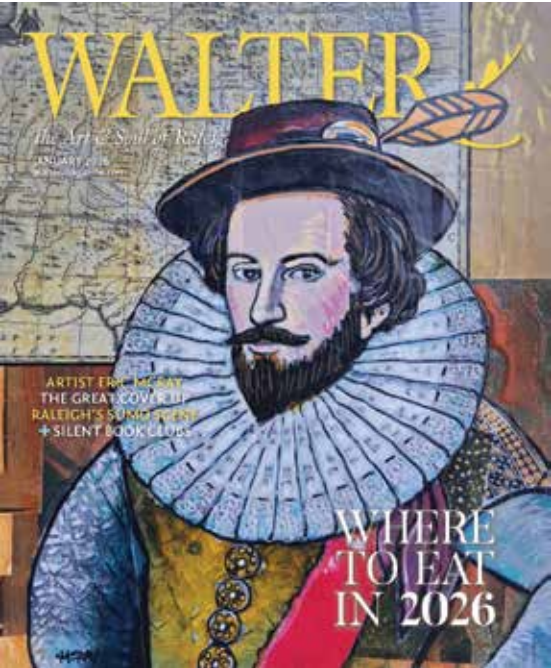


WALTER

The Art & Soul of Raleigh

2027 MEDIA KIT

OUR BRAND



The Art & Soul of Raleigh

A TRUSTED VOICE FOR MORE THAN 10 YEARS, WALTER is a beautiful, upscale magazine that celebrates Raleigh culture through curated, authentic stories. WALTER reaches Raleigh’s most engaged, high-income readers across print, email, web, social media and live events — often multiple times per month. The flagship is the print magazine, which publishes 12 times per year and includes arts coverage, human interest stories, home tours and literary pieces. This content appeals to affluent and intelligent decision-makers who act on what they see in the magazine. WALTER is part of The Pilot, a family-owned publishing company that has supported journalism in Raleigh for more than 125 years.



Your next customer is WALTER’s current reader.

DEMOGRAPHICS

- 75% of readers live in Raleigh, inside the Beltline
- 85% have a home value above \$900,000, adjusted each year
- 80% have an annual household income of \$310,000 or more
- 51: the average age of our reader
- 51% of our readership is female; 49% is male

DISTRIBUTION

- 23,000 issues in circulation monthly
- 10,000 copies are mailed directly to exclusive zip codes
- 2,000 copies are distributed through subscriptions and special events
- 11,000 copies are distributed through artist-designed racks in high-traffic, upscale retail locations such as Five Points, North Hills and The Village District, as well as through partnerships with organizations like the North Carolina Museum of Art and The Umstead Hotel & Spa

REACH

- 80,000 monthly print readers
- 348,000 annual unique users of *waltermagazine.com*
- 1,080,000 annual page views on the website
- 11,000 email newsletter subscribers
- 33,000+ social media followers on Instagram and Facebook

Print



WALTER's print magazine publishes 12 times per year, showcasing the work of top North Carolina talent, including *New York Times* bestselling writers and award-winning photographers. Each issue offers a curated mix of original content that appeals to a broad readership. Recurring columns and feature topics include: Datebook (a roundup of things to do each month); Food & Drink; Music; Nature; History; Explore (shopping, travel and more); Givers (nonprofits and philanthropists); Essays (writings from local personalities); Homes and Gardens; Artists (both established and emerging); Profiles; Features (on a variety of community topics); and The Whirl (the party pages — photos from gatherings and fundraisers around town).

Digital



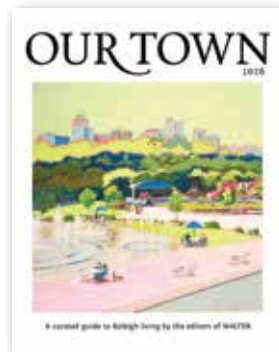
WALTER offers fresh content daily through digital platforms like newsletters, social media and web-exclusive articles. Our readers consider WALTER a reliable source for whatever they're searching for — whether it's ideas for what to do over the weekend, recommendations for spots to eat a meal or have a cocktail, or guides to art exhibits that will connect them to their community.

Brand extensions



EVENTS

WALTER hosts several events per year that bring the magazine to life. These are as varied as our content: from a custom, sit-down meal to a business symposium, introducing everyone from artists to authors to our enthusiastic guests.



OUR TOWN

Appealing to locals and newcomers alike, our annual insiders guide to Raleigh offers curated recommendations for where to eat, drink, shop and recreate around Raleigh.



SISTER PUBLICATIONS

Within The Pilot, we have four other regional publications and a state-wide business magazine. Together, they offer opportunities to reach up to 210,000 readers across markets.

PRINT ADVERTISING

Monthly magazine

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.

Cross-platform packages

PREMIUM \$33,000

Our most comprehensive package, this offers a cross-platform brand statement across every WALTER channel to get full saturation of our audience and delivers consistent brand awareness.

- 12x full-page print ads
- 12x ads in weekly editorial newsletter (6x Highlighted Content, 6x ad block)
- 4x fully sponsored newsletter (one per quarter)
- 4x in-grid Instagram post (one per quarter)

SIGNATURE \$20,000

A more economical way to stay top-of-mind by alternating print and digital ads over the course of a year.

- 6x full-page print ads (every other month)
- 6x ads in weekly editorial news letter (every other month; 3x Highlighted Content, 3x ad block)
- 4x fully sponsored newsletter (one per quarter)
- 4x in-grid Instagram post (one per quarter)

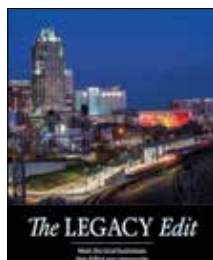
CAMPAIGN \$14,000

This condensed buy is perfect for creating awareness about timely events like store openings and real estate opportunities.

- 3x full-page print ads over 3 consecutive months
- 6x ads in weekly editorial new letter (twice per month; 3x Highlighted Content, 3x ad block)
- 3x fully sponsored newsletter (one per month)
- 3x in-grid Instagram post (one per month)

Special sections

WALTER solicits on-brand advertising partners that appeal to a sophisticated Raleigh reader for these editorial-style special advertising sections.



JANUARY

THE LEGACY EDIT

Celebrating companies with generational impact.
Space & Materials: 11/16
From \$1,500



AUGUST

WINNOVATION

A preview of our signature September event.
Space & Materials: 6/21
From \$1,750



FEBRUARY

TRAVEL

Places to go in North Carolina and beyond.
Space & Materials: 12/21
From \$1,895



SEPTEMBER

FALL EVENTS GUIDE

What's in store for art, music, culture and more.
Space & Materials: 7/19
From \$1,250



MARCH

SPRING EVENTS GUIDE

What's in store for art, music, culture and more.
Space & Materials: 1/19
From \$1,250



OCTOBER

PARADE OF HOMES

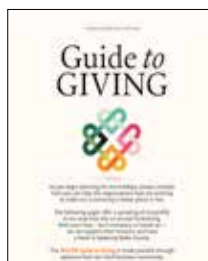
A preview of this local building showcase.
Space & Materials: 7/28
From \$2,100



MAY

SHOP LOCAL

Gifts you can buy from area retailers.
Space & Materials: 3/15
From \$495



NOVEMBER

GUIDE TO GIVING

Organizations that give back to our community.
Space & Materials: 9/16
From \$995



JUNE

THE SUMMER EDIT

Things to do in North Carolina and beyond.
Space & Materials: 4/19
From \$1,895



DECEMBER

HOLIDAY EVENTS & CELEBRATE THE SEASON

Things to do and gift ideas from area retailers.
Space & Materials: 10/18
From \$495

DIGITAL ADVERTISING

Website and social media

WALTER's website and social media accounts 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. Website and social media ads offer timely, clickable and shareable opportunities to reach our audience.



HOME PAGE ADS \$850

- One 728x90 image with direct link to client
- Up to 2 sold per month

SIDEBAR ADS \$850

- One 300x250 image with direct link to client
- Up to 2 sold per month

BRANDED WEB POST \$1,500

- 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



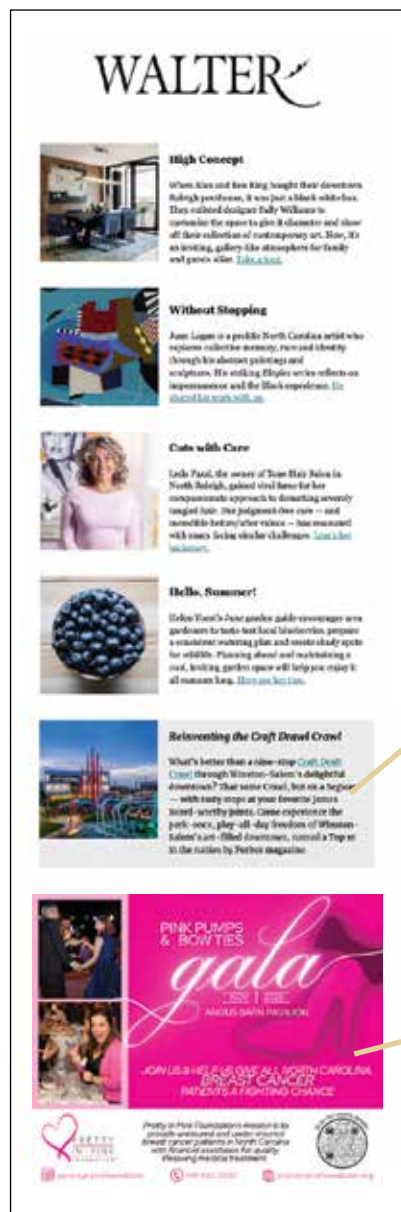
SOCIAL MEDIA POST \$650

- 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

Newsletters

WALTER sends an editorial newsletter featuring content from the magazine every week, as well as a monthly OUR TOWN newsletter with unique content. These newsletters have a 35% open rate. Additionally, you can work with our editorial team to create a fully custom sponsored email.

EDITORIAL NEWSLETTERS



DEDICATED EMAIL \$1,150

- 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

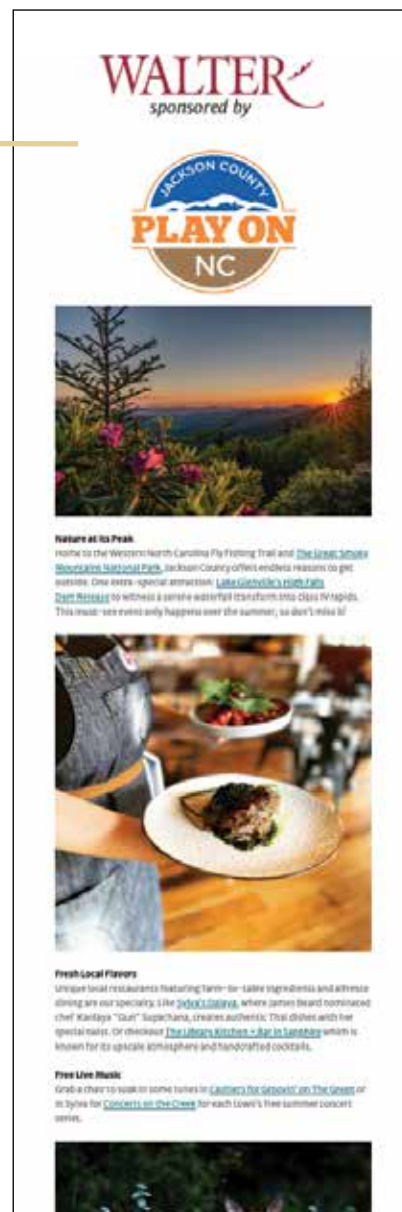
HIGHLIGHTED CONTENT \$650

- 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

AD BLOCK \$550

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

SPONSORED EMAIL



BRAND EXTENSIONS

Events

At WALTER events, sponsors have an opportunity to engage directly with an enthusiastic, engaged audience. Each year, WALTER hosts five to six 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 Christopher Prieto & Luke Owens, 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 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 authors such as Allan Gurganus, Lee Smith and Celia Rivenbark.

OUR TOWN



A CURATED GUIDE TO RALEIGH LIVING BY THE EDITORS OF WALTER

OUR TOWN is WALTER's annual, must-have insider's guide to Raleigh. It's a go-to resource for longtime locals, newcomers and visitors alike, packed with the neighborhood picks, restaurant recommendations and cultural must-dos that a decade of discerning, on-the-ground reporting delivers. From coffee, wine and cocktails to boutique shopping and green space, OUR TOWN curates the best of the City of Oaks in one easy, browsable guide.

PREMIUM POSITIONS

Two-page Spread **\$2,950**

Full Page **\$2,500**

Covers (Back, Inside Front, Inside Back) and Forward Position (pages 3-9)

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: *June 10*

Materials Due: *July 12*

Delivery: *July 28*

DISTRIBUTION: 15,000 COPIES

Polybagged with August issue for subscribers and available at retail locations

Sister publications



REACH ACROSS NORTH CAROLINA WALTER is part of The Pilot, a family-owned, independent publisher based in Southern Pines. That gives our advertisers access to four regional sister publications — *O.Henry* in Greensboro, *PineStraw* in Southern Pines, *SouthPark* in Charlotte and *EastBound* in eastern North Carolina — plus *Business North Carolina*, our statewide business title. Together, these titles reach 210,000+ readers across the state. Our sales team builds custom print and digital packages at special multi-market rates to extend your reach well beyond the Triangle.

PRODUCTION

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.*

CANVA DESIGNS: Design to the trim size listed above. Only import high resolution images (300 dpi or higher). To export, click “Share” in the top right corner, select “Download,” then use the following settings. File Type: PDF. Presets: Print. Color Profile: CMYK (RGB ok for non-Canva Pro users). Advanced Settings: Turn on “Crop marks and bleed.” Then click “Download.”

GENERAL INFORMATION

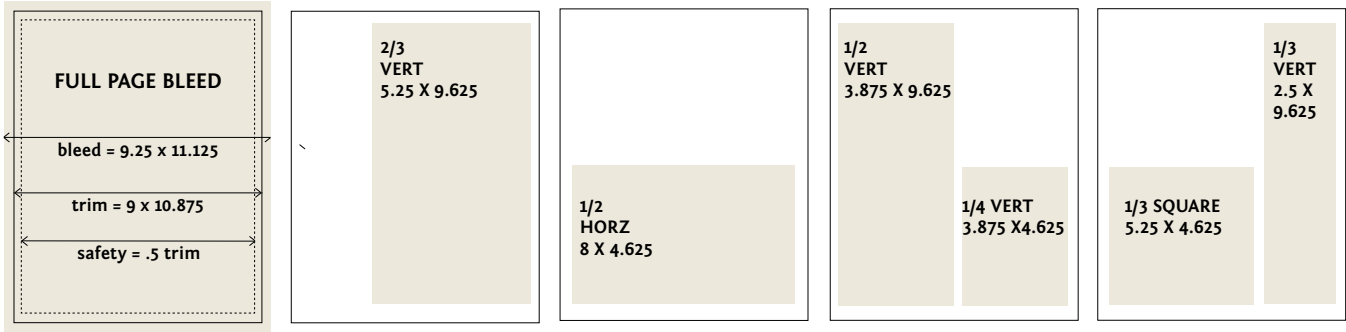
Publication size 9 x 10.875 inches
Safety .25 inch from trim on all sides
Bleed .125 inch beyond trim on all sides
Binding method Perfect bound
Image resolution 300 dpi
Line screen 150 dpi
Color space CMYK only; no spot, PMS or RGB

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 19	Tuesday, December 1	Saturday, December 26
February	Tuesday, December 29	Tuesday, January 5	Thursday, January 28
March	Thursday, January 21	Tuesday, February 2	Thursday, February 25
April	Thursday, February 18	Monday, March 1	Wednesday, March 24
May	Thursday, March 18	Monday, March 29	Wednesday, April 21
June	Thursday, April 22	Monday, May 3	Wednesday, May 26
July	Friday, May 21	Monday, May 31	Wednesday, June 23
August	Thursday, June 24	Tuesday, July 7	Wednesday, July 28
September	Thursday, July 22	Monday, August 2	Wednesday, August 25
October	Thursday, August 19	Monday, August 30	Wednesday, September 22
November	Thursday, September 23	Monday, October 4	Wednesday, October 27
December	Thursday, October 21	Monday, November 1	Friday, 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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