

STORY of
A HOUSE

LETTER FROM
THE ART WORLD

EAT Underground
Supper Club

WALTER

Raleigh's Life & Soul

SEPTEMBER 2012

RALEIGH'S
TOP CHEFS

*Invite us home
for dinner*

FALL FASHION
THE BLAZER

THE RALEIGHITES
Eliza Olander's Artful Life

waltermagazine.com

(SAMPLE COVER)

2012 MEDIA KIT

WALTER

Raleigh's Life & Soul

WALTER is an idea whose time has come:

A new city magazine for a new Raleigh.

**Inspired by Sir Walter Raleigh, the charming
adventurer for whom our capital city is named,**

**WALTER is a magazine that captures Raleigh's life and soul,
tells its best stories, profiles its most compelling people,
and depicts all of it beautifully, with captivating
photography, illustrations, and design.**



ART | CULTURE | FOOD | PROFILES | FASHION | MUSIC | HOME

our MISSION

WALTER welcomes the native and newcomer alike with Southern hospitality, humor, zest, and sophistication. An intelligent reflection of the dynamic place we're proud to call home, WALTER is the life of the party and the soul of the city.

WALTER's pages - from in-depth profiles to party pictures - are unafraid to entertain and surprise. Filled with the folks who make this one of the nation's best places to live, work, and play, WALTER celebrates them all. Our leaders and doers, artists and athletes, entrepreneurs and entertainers.

WALTER's coverage is broad, because our readers - educated, affluent, and cultured - have interests as diverse as they are refined. WALTER speaks their language.

Whether WALTER is savoring art, food, music, and culture; profiling our movers-and-shakers; highlighting beautiful homes, gardens, and style; inspiring health, wellness, and a love of the outdoors; or even stirring souls with thoughtful essays, poetry, and fiction...WALTER knows its audience.

On heavy, tactile paper, with glorious photography, intelligent prose, and a sense of humor, WALTER is beautiful to behold and delightful to read.



OUTDOORS | BOOKS | SPORTS | FICTION | HEALTH | POETRY

WALTER

Raleigh's Life & Soul

in every ISSUE

Letter from the Art World

A monthly, first-person account of our thriving local art scene. Written in rotation by Larry Wheeler, director of the North Carolina Museum of Art, and others.

Just Landed

A humor column about being one of Raleigh's countless new arrivals. "Earth's Premiere Science Comedian" Brian Malow has just arrived and he's full of stories.

What Would Nancy Read?

Quail Ridge Books' Nancy Olson has a passion for reading, for writers, and for spreading the word.

Drink

A column about cocktails. What makes them great; who makes them here; how to make them yourself.

Fit

From trapeze classes to trail running, fitness guru Charman Driver will give it a whirl and tell us what it's all about.

Sporting

Who whittles the best bird whistle, ties the best fly, hones the best hunting knife? WALTER checks out the best gear and the outdoor pursuits behind it.



Poetry

A new poem every month, written by and chosen with the help of some of Raleigh's leading, award-winning poets.

Fiction

High-quality short stories, set in North Carolina and suitable for readers of every age.

Reflection

A thoughtful essay, by deep thinkers of every stripe, on themes like renewal, gratitude, and community.

The Whirl

A monthly pictorial spread of social events, fund-raisers, cultural events, and other places parties happen.

Made in Raleigh

WALTER's last page. One terrific item made right here in town.

DEPARTMENTS

THE WALTER PROFILE

Every month, an award-winning journalist will introduce WALTER's readers to one of Raleigh's most fascinating people in an up-close and in-depth profile.

THE RALEIGHITES

The entrepreneurs...The cartoonists...The whiz kids...The chocolatiers: Every month, meet a group of Raleigh's most dynamic - and often unusual - groups of people.

ARTIST SPOTLIGHT

Meet Raleigh's most acclaimed artists not in galleries, but behind the scenes, at work in their studios, and watch their work take form.

MUSIC

From local bands to opera, bluegrass to the symphony. WALTER tells you what's coming up, and why you should listen.

FOOD

WALTER's monthly "At the Table" feature goes beyond restaurant reviews and behind the kitchen door to make our chefs, their recipes, and our Southern foodways come alive.

STYLE

Real Raleighites, real clothes, real style.

HOME

"Story of a House," our monthly interiors piece, written by acclaimed designer and blogger P. Gaye Tapp, will tell the story of Raleigh's most fascinating, eclectic, and beautiful homes.

JUST ONE PLANT

Raleigh's own world-renowned plant adventurer Tony Avent picks just one plant to introduce to WALTER's readers every month; a local artist depicts it beautifully.



OUTDOORS | BOOKS | SPORTS | FICTION | HEALTH | POETRY

WALTER

Raleigh's Life & Soul



our READERS

WALTER's readers - Raleigh natives and newcomers alike - are educated, sophisticated, affluent, and proud to be part of the life of this city.

They read national magazines, expect real quality, and are delighted to find it locally.

From the 20-something whiz-kid to the patron of the arts, Walter's readers are influential and interested in everything from the downtown band scene to the opera; from urban organic farming to fine dining; from sports to art.

Whether they live in North Raleigh or downtown, Walter's readers appreciate the best our area's shops, restaurants, museums and venues have to offer.

ART | CULTURE | FOOD | PROFILES | FASHION | MUSIC | HOME



DISTRIBUTION

WALTER will find its readership immediately. With the backing and logistical know-how of our publisher, *The News & Observer*, WALTER has developed a targeted distribution strategy and plans to ensure every issue lands in the hands of Raleigh's most influential residents. Raleigh will know WALTER has arrived!

- Total circulation: 25,000
- 23,500 copies mailed without charge to area residents whose homes are valued at \$450,000 or higher.
- Personalized mailings of debut issue to Raleigh's top decision-makers
- 10 issues per year
- Complimentary copies:
Our advertisers receive a limited number of copies of WALTER to offer to their clients and customers. Attractive countertop trays are available to display and distribute the magazine.

WALTER is also available without charge at select upscale retail or service businesses.

Annual subscriptions to WALTER are available for \$24.99

OUTDOORS | BOOKS | SPORTS | FICTION | HEALTH | POETRY

our CREATORS

WALTER EDITOR AND GENERAL MANAGER LIZA ROBERTS has been writing about people and places and what makes them tick for as long as she can remember. From her hometown newspaper in Pasadena, California, to reporting jobs in Washington, London, and a few spots in between, Liza has always loved to tell who, what and why. Whether she has created a published book, a newspaper article, a radio spot or a TV package, Liza has been lucky to tell a lot of stories. But never so lucky as now. After seven years in Raleigh as a writer and active community volunteer, Liza is thrilled to have the chance to bring **WALTER** to life, telling the many wonderful tales of our capital city and the fascinating people who make it the dynamic place it is today.

WALTER ART DIRECTOR JESMA REYNOLDS brings her inimitable style, long admired in the worlds of graphic and interior design, to the pages of **WALTER**. As founder of her own design business, Jesma has done work ranging from books to videos, and from interiors to fashion. A successful line of home and clothing accessories and her own antiques business are just two more feathers in Jesma's stylish cap. A community-minded Raleighite, Jesma regularly shares her talents with her church, childrens' school, and others. As **WALTER's** Art Director, Jesma brings our prose to life with beautiful photography, unique illustration, and the best in graphic design.

our CONTRIBUTORS

A small sampling of the many talented people who will make WALTER the best read in town.

Walter Profile contributor **SCOTT HULER** is a true Renaissance man. A Piedmont laureate, award-winning radio essayist and author of six books, Huler has covered everything from NASCAR racing to parenting for publications including *Fortune* and *The New York Times*. The Raleigh resident brings his wide-ranging enthusiasms to the table as he profiles our city's most interesting citizens.

Former *News & Observer* columnist Mary E. Miller has returned to Raleigh after eight years in Greenville, South Carolina, and is

delighted to rediscover our city's dynamic people and culture.

P. GAYE TAPP, *Walter's* "Story of a House" contributor, is an interior designer's interior designer: A sophisticated professional whose following is as cultish among her clients as it is in the blogosphere. Author of the blog *Little Augury*, Gaye weaves etymology, history, fashion, poetry, literature and fine art into her aesthete's musings. For *Walter*, her various enthusiasms bring Raleigh's most beautiful and interesting interiors to life.

LARRY WHEELER, Director of the North Carolina Museum of Art, holds a unique position in the art world here and beyond. *Walter* is privileged to have the former Tar Heel of the Year's exclusive perspective in his "Letter from the Art World" on a regular basis.

TONY AVENT, Raleigh's own world-renowned plant adventurer, will choose one of the exotic specimens he has plucked from distant shores and cultivated on the grounds of his local botanical garden to showcase each month accompanied by a beautiful, botanical illustration.

ART | CULTURE | FOOD | PROFILES | FASHION | MUSIC | HOME

CALENDAR

2012-13

ISSUE DATE	SPACE CLOSE MATERIALS DEADLINE	CAMERA READY DEADLINE	IN HOME
SEPTEMBER <i>New Beginnings</i>	July 31	August 7	August 31
OCTOBER <i>Food</i>	August 29	September 6	September 29
NOVEMBER <i>Raleigh's Finest</i>	October 1	October 8	October 31
DECEMBER/JANUARY <i>Holidays</i>	October 31	November 7	November 30
FEBRUARY <i>Love</i>	December 28	January 8	January 31
MARCH <i>Basketball</i>	January 29	February 5	February 28
APRIL <i>Style & Design</i>	February 28	March 7	March 30
MAY <i>Philanthropy</i>	March 29	April 5	April 30
JUNE/JULY <i>Summer</i>	April 29	May 6	May 31
AUGUST <i>Art</i>	June 28	July 8	July 31
SEPTEMBER <i>Music</i>	August 1	August 8	August 31
OCTOBER	August 29	September 6	September 30
NOVEMBER	October 1	October 8	October 31
DECEMBER/JANUARY	October 31	November 7	November 30

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Raleigh's Life & Soul



advertising RATES

	1x	3x	6x	10x
Two page spread	\$3,750	\$3,600	\$3,415	\$3,215
Full page	\$2,250	\$2,160	\$2,050	\$1,930
2/3 page	\$1,690	\$1,625	\$1,540	\$1,445
1/2 page	\$1,350	\$1,295	\$1,230	\$1,155
1/3 page	\$1,015	\$975	\$925	\$865
1/4 page	\$795	\$765	\$725	\$675

**PRIORITY POSITIONS AVAILABLE ONLY
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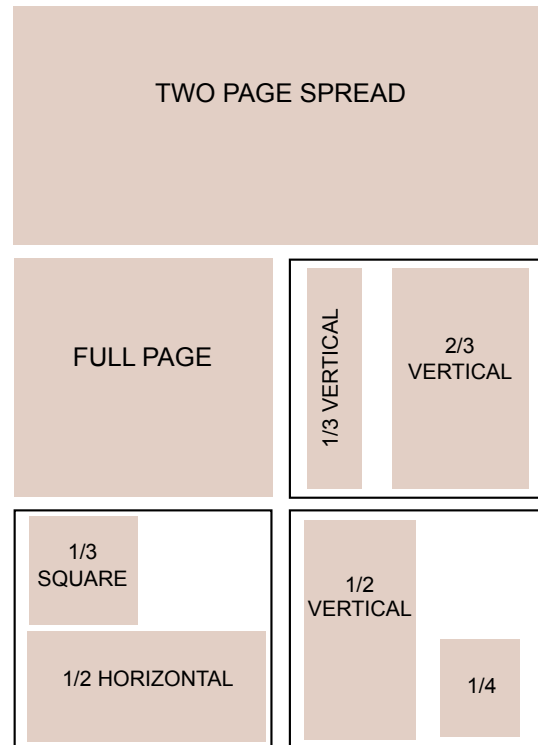
Back Cover	\$2,500
Inside Front Cover	\$2,350
Inside Back Cover	\$2,300
Forward Position pps 3-9 and p 11	\$2,200
Two-page spread pps 4-9	\$3,700

ALL RATES NET

215 S. McDowell Street Raleigh, NC 27601 (919) 836-5660

advertising SIZES

Two Page Spread Full Bleed	18.25" x 11.125" live area 17.5" x 10.375"
Full page	8.5" x 10.375"
Full page bleed	9.25" x 11.125" live area 8.5" x 10.375"
1/3 page vertical	2.7" x 10.375"
2/3 page vertical	5.6" x 10.375"
2/3 page vertical bleed	5.975" x 11.125" live area 5.6" x 10.375"
1/3 page square	5.6" x 5.1"
1/2 page horizontal	8.5" x 5.1"
1/2 page horizontal bleed	9.25" x 5.475" live area 8.5" X 5.1"
1/2 page vertical	4.15" x 10.375"
1/2 page vertical bleed	4.525" x 11.125" live area 4.15" x 10.375"
1/4 page	4.15" x 5.1"
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safety 1/4" from trim on all sides	
bleed 1/8" extra outside trim on all sides	



advertising SUBMISSION

Ads should be submitted via Studio Online. Studio Online is *The News & Observer's* free file transfer system. No login or password is required. Visit our website at <http://so.expresskcs.com/raleigh>

File formats accepted are PDF, EPS, TIFF, JPEG (files should be built to exact ad dimensions and fonts need to be embedded or provided).

We also accept Adobe Photoshop, Adobe Illustrator, Adobe Acrobat and Adobe InDesign files. Please include fonts, images and a hard copy of the ad. Photo files should be CMYK format and at least 300dpi.

For additional help or information, please contact:
Daryl Burger, 919-836-5736 or daryl.burger@newsobserver.com



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