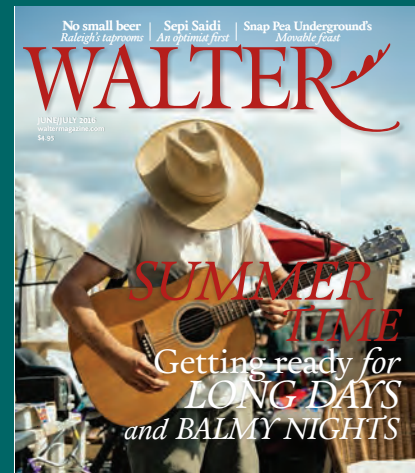
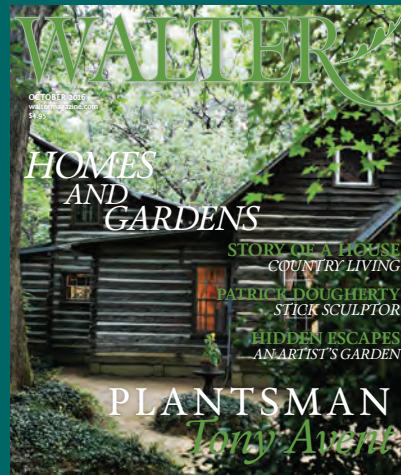
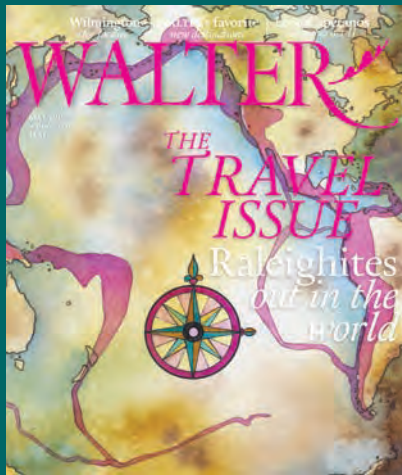


WALTER

RALEIGH'S Life & Soul



MEDIA KIT 2017



FEATURES

RALEIGHITES

Raleigh's most dynamic, and often unusual, groups of people: entrepreneurs, artists, whiz kids, creators.

THE WALTER PROFILE

Fascinating people, profiled in-depth and up-close by accomplished journalists.

OUR TOWN

Shop Local, The Usual, Game Plan, and Off Duty.

STYLE

Clothes, cars, objects: Raleigh's style-setters.

STORY OF A HOUSE

From historic mansions to modernist marvels, a peek inside some of Raleigh's most beautiful and unusual homes.

AT THE TABLE

Chefs, great home cooks, and foodies show us how they cook, entertain, and enjoy life, with behind-the-kitchen door insights.

DRINK

Cocktails, crafted Raleigh-style.

TRIANGLE NOW

Spotlights on local events and happenings.

THE WHIRL

Raleigh's social scene in photographs. Parties, fundraisers, cultural events big and small.

waltermagazine.com



READERS

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

WALTER speaks their language.

Average age 52

49% Male, 51% Female

52% of our readers have a home value above \$600,000

99% own their home

82% are married

60% have a household income of \$145,000 or more

waltermagazine.com

WHERE'S WALTER



28,000 TOTAL DISTRIBUTION

20,000 direct-mailed copies to our targeted group of affluent homeowners with average home values of at least \$450,000 and homes with an annual household income of \$225,000 or greater.

More than 1,000 copies mailed to paid subscribers.

Over 5,000 complimentary copies available at our Loyal Walter Partnerships and various local shops, high profile events & Advertiser store fronts.

waltermagazine.com



RATES

SIZE	1 time	3 times	6 times	10 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	\$1,785	\$1,500	\$1,330	\$1,225
1/3 page	\$1,345	\$1,130	\$1,000	\$920
1/4 page	\$1,050	\$890	\$785	\$720

PREMIUM POSITIONS	1 time	10 times
Back Cover	\$4,450	\$3,180
Inside Front	\$4,080	\$2,915
Inside Back	\$4,080	\$2,915
Forward Position (pages 3-9, 11)	\$3,265	\$2,335
Two-Page Spread	\$5,490	\$3,925

SCHEDULES

Changes made past space deadline will incur a cancellation fee of 50% of the contracted rate.

PROOF POLICY

Advertisers have the opportunity to view a maximum of three ad proofs at no charge. Each additional proof incurs a \$25 charge.

CANCELLATION/CHANGES

Advertisers are required to select their designated issues in advance. Any cancellations or changes to schedule must be submitted in writing 10 days prior to space deadline of the issue in which the ad was to publish. Advertiser is otherwise liable for scheduled advertising. In the absence of a written cancellation notice, Publisher may insert the last advertisement to appear and bill said advertisement to Advertiser toward fulfillment of the contract obligation. Delinquent or unfulfilled contracts are subject to short rate and cancellation.

DIGITAL RATES

SIZE	OPEN RATE	LOYALTY RATE
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728 x 90 - Run of site	\$600	\$540
300 x 250 - Homepage right rail	\$450	\$405

*Minimum 3 month commitment



SPECIALITY PRODUCTS

Consider these special advertising options to get maximum exposure for your message.

STITCH-IN CARD

The Stitch-In Card is paired with a full-page right-read ad.

COVER SLEEVE

With the cover sleeve your ad wraps around the entire magazine and is easily removed for maximum shelf-life.

POLYBAG INSERT

Your insert is packaged with WALTER, inside a polybag.

*Contact WALTER for a quote



EVENTS

WALTER Magazine is Raleigh's Life & Soul. Filled with the folks who make this one of the nation's best places to live, work, and play, WALTER celebrates them all - and what better way is there to celebrate but to have a party!

WALTER puts together special events to showcase Raleigh's leaders and doers, artists and athletes, entrepreneurs and entertainers. Our gatherings are about savoring art, food, music, style and culture. They inspire health, wellness, laughter and a love of the outdoors. We allow our readers to experience thoughtful essays, poetry, and fiction, along with a good dose of southern heritage.

For inquiries or questions about future events please contact Kait Gorman: kgorman@waltermagazine.com

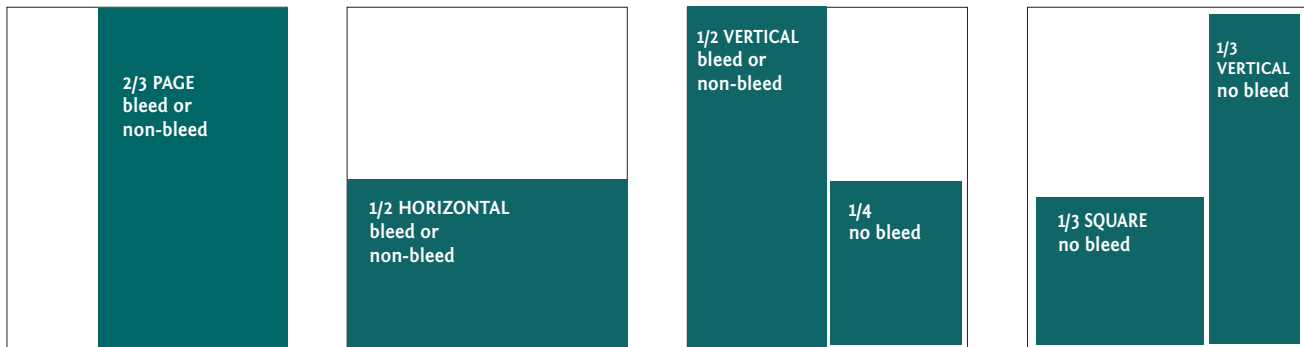
For more information on past events
please visit our website: www.waltermagazine.com



PRODUCTION

AD SIZE	NON-BLEED AD	BLEED AD	LIVE/SAFETY AREA
Two-page Spread	17.5 x 10.375	18.25 x 11.125	17.5 x 10.375
Full Page	8.5 x 10.375	9.25 x 11.125	8.5 x 10.375
2/3 Vertical	5.6 x 10.375	5.975 x 11.125	5.6 x 10.375
1/2 Horizontal	8.5 x 5.1	9.25 x 5.475	8.5 x 5.1
1/2 Vertical	4.15 x 10.375	4.525 x 11.125	4.15 x 10.375
1/3 Vertical	2.7 x 10.375	N/A	N/A
1/3 Square	5.6 x 5.1	N/A	N/A
1/4 Page	4.15 x 5.1	N/A	N/A

*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 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.



For production support, contact Matt Long: mlong@newsobserver.com or 919-836-5670.

DEADLINES

ISSUE	SPACE/AD MATERIALS	CAMERA READY	IN HOMES
February	Tuesday, January 3	Thursday, January 12	Thursday, February 2
March	Wednesday, February 1	Thursday, February 9	Thursday, March 2
April	Monday, March 6	Tuesday, March 14	Friday, March 31
May	Wednesday, April 5	Thursday, April 13	Monday, May 1
June	Friday, May 5	Monday, May 15	Thursday, June 1
July/August	Friday, June 2	Wednesday, June 14	Friday, June 30
September	Wednesday, August 2	Monday, August 14	Thursday, August 31
October	Tuesday, September 5	Tuesday, September 12	Friday, September 29
November	Wednesday, October 4	Friday, October 13	Wednesday, November 1
December/ January 2018	Friday, November 3	Monday, November 13	Friday, December 1



WALTER

RALEIGH'S Life & Soul

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