

A photograph of an outdoor dining area. In the foreground, a long wooden table is set with several place settings, including plates, glasses, and napkins. The table is surrounded by wooden chairs with a distinctive X-back design. The setting is outdoors on a grassy lawn, with a white picket fence in the background. Large trees with green foliage and warm string lights are visible, creating a cozy and inviting atmosphere.

WALTER
2020 MEDIA KIT

About *WALTER*

WALTER was founded in 2012 as a nod to Sir Walter Raleigh, the intriguing individual for which our city is named. He was, among other things, a writer, poet and explorer—and we channel those qualities in our pages. From the arts to the food scene to the people who give back to our community, *WALTER* celebrates everything that makes the Triangle a dynamic place to live, work and play. With an audience of more than 100,000 across print and digital media, *WALTER* appeals to natives and newcomers alike with stunning photography, insightful prose and smart, local content.

STORY OF A HOME

A peek inside the area's most stylish, design-minded homes and gardens.

ARTIST IN STUDIO

Meet artists, established and emerging, who are creating visual art, music and more.

PHOTO ESSAY

A showcase of our best images in print, featuring a behind-the-scenes look into our city.

OUR TOWN

From favorite shopping spots to folks with stories to share, the shorter items in *Our Town* highlight standout people, businesses and charitable organizations in our area.

NOTED

Essays that deliver a fresh perspective on culture, travel and more from local thought leaders.

HAPPENING NOW

A curated monthly roundup of noteworthy events around the Triangle.

SAVOR & QUENCH

Covering the restaurants and bars—from dives to fine dining, and established favorites to new hot spots—that make the Triangle a foodie destination.

THE WHIRL

Highlighting photos from the galas, gatherings, fundraisers and just-for-fun events around the Triangle in the previous month.





Magazine

WALTER prints 25,000 copies per issue, and we are proud to reach newcomers and longtime residents of Wake County with a distribution that targets readers where they live, work and explore.

DIRECT DELIVERY

Hand-delivered to homes with a tax value of \$450,000 or greater in upscale communities throughout Wake County.

SUBSCRIPTIONS

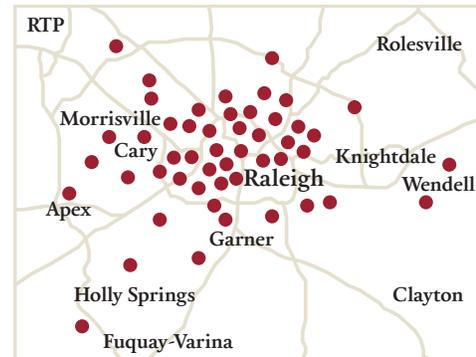
Our growing list of dedicated readers receive the latest issues in their mailboxes first.

IN THE COMMUNITY

WALTER partnered with local artists to create racks that serve as public art pieces to house our magazines. The racks are in high-end, high-traffic locations throughout the Triangle.

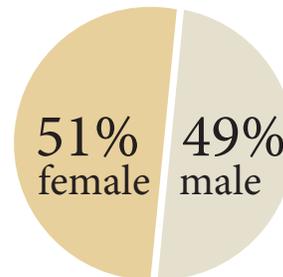
PARTNERSHIPS

WALTER is distributed to strategic partners throughout the Triangle, including the North Carolina Museum of Art, the Contemporary Art Museum and SAS campus. They are placed in every guest room of The Umstead Hotel & Spa.



52% of readers
have a home
value above
\$600K

48
average
age



60% have a
household
income of
\$155K
or more

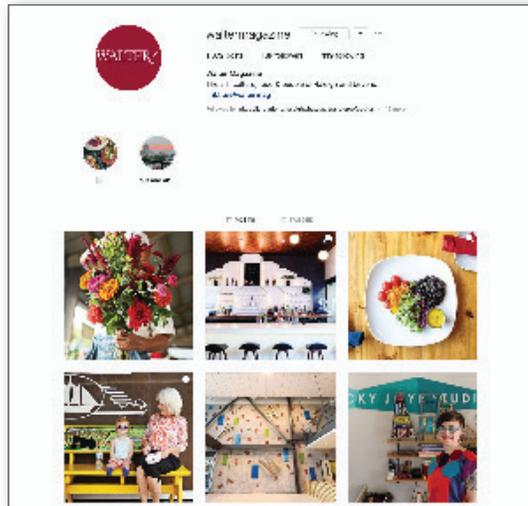
Digital Media

WALTERMAGAZINE.COM

Our website and social media platforms are destinations for our readers to further engage with our content and explore our events. An extension of our printed pages, our website welcomes over 30,000 unique visitors and 50,000 page views per month with bonus and web-exclusive content.

SOCIAL MEDIA

With a collective audience of over 20,000 followers on Facebook and Instagram, we showcase beautiful images and timely content from our print issue, plus share a peek into what the *WALTER* team is doing in real time, from dining out to behind-the-scenes tours of museums and more, including our social-first *Inside the Issue* video series.



SIZE	RATE
Home Page (970 x 250)	\$750
Run of Site (300 x 250)	\$750
Branded Digital Content	\$1500
Social Media Post	starting at \$500





Email Newsletters

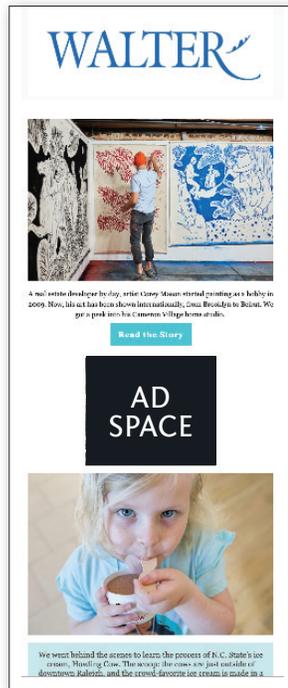
Written by our editors, our e-newsletters reach our most engaged audience and feature upcoming events, story highlights from the current issue, plus branded and themed content.

MONTHLY NEWSLETTER

- Sent the first week of each month with stories from our current issue
- 50% share of voice includes 300 x 250 ad
- \$450

SPONSORED NEWSLETTER

- Custom content for your brand, provided or written by our editorial team
- Full ownership includes 300 x 250 ad
- \$850



Signature Events

WALTER events bring the brand to life. We invite our readers to engage directly with *WALTER* and our partners through one-of-a-kind gatherings that celebrate the community through food, art, style and humor. We curate our calendar to include a mix of annual events and new experiences—such as speaker panels, culinary encounters and excursions near and far—based on the magazine’s content and reader interests. Past events have included:

WINnovation

A celebration of women and innovation, this annual event features a seated dinner, talks from local female leaders, workshops and networking opportunities.

A Day with Vivian Howard

For this popular event, guests travel to Kinston, North Carolina, to spend the day dining, cooking and exploring with award-winning chef Vivian Howard.

Tales from the Wild

Inspired by the outdoors, this event honors North Carolina’s landscape and natural resources, from the mountains to the sea.

Author Series

This event highlights North Carolina authors—whether they have recently published or are previewing something in the works, these writers draw readers from across the state.

Art Fare

This memorable meal, chefs create a unique dinner inspired by works of art. Guests have the opportunity to meet the artists and chefs and hear about their creative process.

Celebrate the Season

From shopping events to festive cocktail parties, our holiday experiences are the perfect way to celebrate.

At each event, *WALTER* provides an environment for partners to promote their brand and engage directly with our audience. For more information on our varied sponsorship opportunities, please visit: waltermagazine.com/sponsorships or contact events@waltermagazine.com.





Print 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 (3-9, 11)	\$3,265	\$2,335
Two-Page Spread	\$5,490	\$3,925

Specialty Products

Consider stitch-in cards, cover sleeves and polybag inserts. These special advertising options provide maximum exposure for your message. Contact your *WALTER* sales rep for custom pricing.

MONTH	PRODUCT	SIZE	RATE
March	Spring Events Preview	Full page	\$1,000
September	Fall Events Preview		
December	Holiday Gift Guide	Two-page spread	\$1,500

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	5.6 x 10.375	6.35 x 11.125	5.6 x 10.375	5.725 x 10.875
1/2 Horizontal	8.5 x 5.1	9.25 x 5.85	8.5 x 5.1	9 x 5.225
1/2 Vertical	4.15 x 10.375	4.85 x 11.125	4.15 x 10.375	4.275 x 10.875
1/3 Vertical	2.7 x 10.375	N/A	N/A	N/A
1/3 Square	5.6 x 5.1	N/A	N/A	N/A
1/4 Page	4.15 x 5.1	N/A	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.

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.

Deadlines

ISSUE	SPACE/AD MATERIALS	CAMERA READY	IN HOMES
November 2019	Thursday, October 3	Monday, October 14	Saturday, October 26
December 2019	Thursday, October 31	Monday, November 11	Wednesday, November 27
January/February	Wednesday, November 27	Tuesday, December 10	Saturday, December 28
March	Monday, February 2	Tuesday, February 11	Wednesday, February 26
April	Monday, March 2	Monday, March 9	Wednesday, March 25
May	Tuesday, March 31	Monday, April 13	Wednesday, April 29
June	Friday, May 1	Monday, May 11	Thursday, May 28
July/August	Monday, June 1	Tuesday, June 9	Friday, June 26
September	Thursday, July 30	Monday, August 10	Wednesday, August 26
October	Thursday, September 1	Thursday, September 10	Monday, September 28
November	Friday, October 2	Monday, October 12	Wednesday, October 28
December	Friday, October 30	Monday, November 9	Thursday, November 26

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WALTER 
waltermagazine.com

cover image: Juli Leonard (TABLE)