

A bronze statue of a man in historical attire, including a hat and a cape, stands on a dark stone pedestal. The statue is positioned in front of a large, multi-paned glass window. The window reflects the interior lights of a building, creating a warm, yellow glow. The background outside the window is dark, suggesting it is nighttime. The overall scene is illuminated by the interior lights, highlighting the texture of the bronze and the architectural details of the window.

**WALTER**  
2019 MEDIA KIT

# About *WALTER*

**W**ALTER welcomes the native and newcomer alike with Southern hospitality, humor, zest, and sophistication. A thoughtful reflection of the dynamic place we're proud to call home, *WALTER* embodies the life and soul of the city.

## **RALEIGHITES**

Timely coverage of the entrepreneurs, innovators, artists, and creators making a difference in our community.

## **PROFILE**

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

## **OUR TOWN**

A celebration of the individuals, groups, and spaces that personify the magnetic energy of this city.

## **STORY OF A HOUSE**

An invitation inside the area's most stylish homes from the elegant to the eclectic.

## **AT THE TABLE**

Behind-the-kitchen-door features about the chefs, cooks, and foodies bringing real flavor to local restaurants and home tables.

## **QUENCH**

From coffee break to cocktail hour, raise a glass to beverages specially crafted Raleigh-style.

## **RALEIGH & TRIANGLE NOW**

Spotlights of the most noteworthy local events and happenings.

## **THE WHIRL**

Photographic recaps of the Triangle's social scene from parties and fundraisers to cultural events large and small.







Peter Hoffman (ALICE HINMAN); Gus Samarco (BOULEVARDS); Geoff Wood (BLOUNT WILLIAMS); Juli Leonard (LISA HOANG)

## Print

*WALTER* produces 10 print issues annually on velvet-finished paper, filled with stunning photography, elevated prose, and a sense of humor. The *WALTER* reader is educated, affluent, and cultured. Whether we are profiling community leaders and innovators; highlighting beautiful homes, gardens, and local style; or sharing our love for the outdoors, literature, and humor; we are proud to reach our readers where they live, work, and explore.

**130+** pages

**10** issues per year

## Contributors

*WALTER* taps into a talented community of writers, photographers, and illustrators to fill our pages. From a diverse array of writers, including full-time journalists, engineers, architects, and lawyers, we find the right voice to tell the *WALTER* story. To bring each story to life, we rely on a pool of photographers that share their range and expertise in photojournalism, portraiture, and architectural interiors. When we need visual dimension to a story, we turn to local illustrators and artists to give added color.

## Digital

Our website is the destination for our readers to further engage with our content and explore our events. As an extension to our printed pages, [waltermagazine.com](http://waltermagazine.com) welcomes **over 25,000 unique visitors and 35,000 page views per month**.

**15,000+** reach on social media

### **WALTERMAGAZINE.COM**

Visit our website for exclusive content and more information on our signature events.

### **E-NEWSLETTERS**

Read our newsletter—sent three times monthly to over 5,000 subscribers—featuring upcoming events and exclusive content.

### **SOCIAL MEDIA**

Follow *@waltermagazine* on Facebook and Instagram to stay current on the who, what, and where trending in our community.

# Distribution

## CIRCULATION

WALTER prints 25,000 copies per issue. We are proud to reach both newcomers and longtime residents of Wake County with our expanded distribution plan.

## UPSCALE HOME DELIVERY

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

## SUBSCRIPTIONS

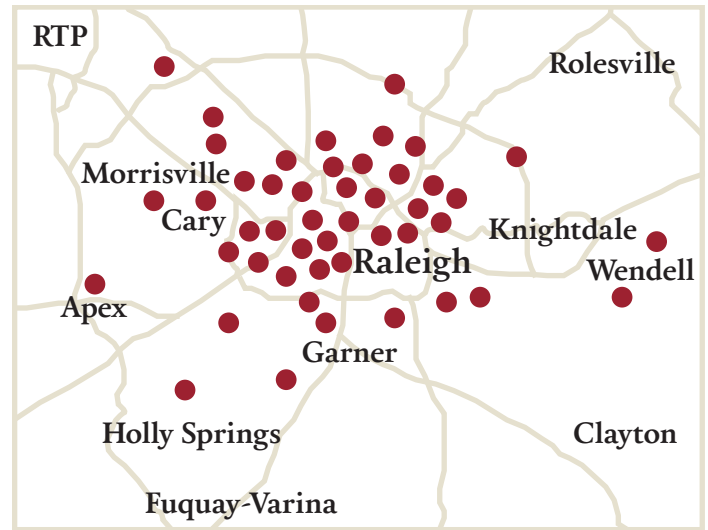
Requested copies are mailed to our ever-growing list of subscribers.

## BONUS DISTRIBUTION

WALTER partnered with local artists to repurpose racks from *The News & Observer* to create public art pieces to house our magazines throughout the Triangle.

## PARTNERSHIPS

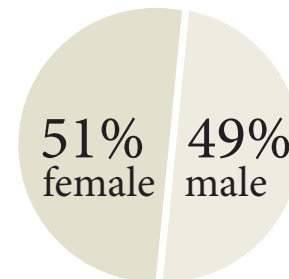
WALTER is distributed to strategic partnerships throughout the Triangle including Red Hat, SAS, The Umstead Hotel & Spa, and museums like CAM and NCMA.



# Demographics

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

44  
average  
age



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





Jill Knight (VIVIAN HOWARD); Madeline Gray (CELIA RIVENBARK); Keth Isaacs (CELEBRATE THE SEASON); Jill Knight (BOB TIMBERLAKE)

# Signature Events

*WALTER* invites you to explore the hidden gems in your own backyard, or venture out to coveted spaces like Fearrington Village in Chatham County and Chef & the Farmer in Kinston, North Carolina. Our one-of-a-kind gatherings celebrate the Triangle community through food, art, style, and humor. *WALTER* collaborates with captivating personalities and talents like Mayor Nancy McFarlane, artist Bob Timberlake, and jazz musician Nnenna Freelon. We hope you'll join us at our diverse events that simply can't be replicated.

**For more information on sponsorship opportunities, please visit:**  
[waltermagazine.com/sponsorships](http://waltermagazine.com/sponsorships) or contact [events@waltermagazine.com](mailto:events@waltermagazine.com)

## WINnovation

The fifth annual celebration of women and innovation returns to The Umstead Hotel & Spa. The evening of inspiration, education, and fellowship will bring together five leaders and thinkers from diverse industries to share their creative journeys and lessons.

## WINi

Inspired by the success of WINnovation, the second annual WINi will celebrate women across generations. The afternoon of encouragement and empowerment will bring together local role models to share their words of wisdom, intended especially for young women.

*Opposite page, clockwise from top left:* Vivian Howard teaches guests the art of the Southern biscuit, author Celia Rivenbark keeps the crowd laughing at the Matthews House in Cary, Bob Timberlake signs his titles at 214 Martin; Raleighites shop at Celebrate the Season

## Supper Club

Save a seat at the table for a one-of-a-kind dining experience inspired by art with cuisine from renowned local chefs and restaurants.

## A Day with Vivian Howard

Join *WALTER* as we visit Kinston, North Carolina, and spend a day with award-winning chef Vivian Howard.

## Celebrate the Season

*WALTER's* annual holiday shopping event is curated with premier local vendors. The evening includes a VIP hour, holiday cocktails, and heavy hors d'oeuvres.

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



Trey Thomas (HOUSE)

## Specialty products

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

### 2019 Special Advertising Inserts

**MARCH** Spring Events Preview

**SEPTEMBER** Fall Events Preview

**DECEMBER** Holiday Lookbook

Full page: \$1,000      2-page spread: \$1,500

**STOCK UP**  
*all the* **GOODS**

**1. IN A DOLLAR**  
Introduce a new product line that can be used in a variety of ways. This is a great way to promote your brand and increase sales. **SEE THE FALL PREVIEW**

**2. TRAVELER'S ESSENTIALS**  
A travel kit that includes everything you need for a successful trip. This is a great way to promote your brand and increase sales. **SEE THE FALL PREVIEW**

**3. FRAMED ART**  
A framed picture that is a great way to promote your brand and increase sales. **SEE THE FALL PREVIEW**

**4. SET IN STONE**  
A set of stone jewelry that is a great way to promote your brand and increase sales. **SEE THE FALL PREVIEW**

**5. CLASSIC NECKTIE**  
A classic necktie that is a great way to promote your brand and increase sales. **SEE THE FALL PREVIEW**

**6. BASKET WITH EVERYTHING**  
A basket with everything you need for a successful trip. This is a great way to promote your brand and increase sales. **SEE THE FALL PREVIEW**

**7. BACKPACK**  
A backpack that is a great way to promote your brand and increase sales. **SEE THE FALL PREVIEW**

**8. JEWELRY**  
A piece of jewelry that is a great way to promote your brand and increase sales. **SEE THE FALL PREVIEW**

**9. NECKTIE**  
A necktie that is a great way to promote your brand and increase sales. **SEE THE FALL PREVIEW**

**10. BASKET**  
A basket that is a great way to promote your brand and increase sales. **SEE THE FALL PREVIEW**

**11. NECKTIE**  
A necktie that is a great way to promote your brand and increase sales. **SEE THE FALL PREVIEW**

**12. BASKET**  
A basket that is a great way to promote your brand and increase sales. **SEE THE FALL PREVIEW**

**13. NECKTIE**  
A necktie that is a great way to promote your brand and increase sales. **SEE THE FALL PREVIEW**

**14. BASKET**  
A basket that is a great way to promote your brand and increase sales. **SEE THE FALL PREVIEW**

**15. NECKTIE**  
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**16. BASKET**  
A basket that is a great way to promote your brand and increase sales. **SEE THE FALL PREVIEW**

**17. NECKTIE**  
A necktie that is a great way to promote your brand and increase sales. **SEE THE FALL PREVIEW**

**18. BASKET**  
A basket that is a great way to promote your brand and increase sales. **SEE THE FALL PREVIEW**

**19. NECKTIE**  
A necktie that is a great way to promote your brand and increase sales. **SEE THE FALL PREVIEW**

**20. BASKET**  
A basket that is a great way to promote your brand and increase sales. **SEE THE FALL PREVIEW**

**CELEBRATE THE SEASON**





# Digital Rates

waltermagazine.com

Our website is the destination for our readers to discover the latest news and explore our events.

SIZE	MONTHLY PLACEMENT
728x90 or 300x250	\$450
Branded content	\$1500

## e-newsletters\*

With over 5,000 subscribers, our newsletter recipients get a sneak peak inside the latest issue, as well as exclusive content from our partners.

### MONTHLY NEWSLETTER

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

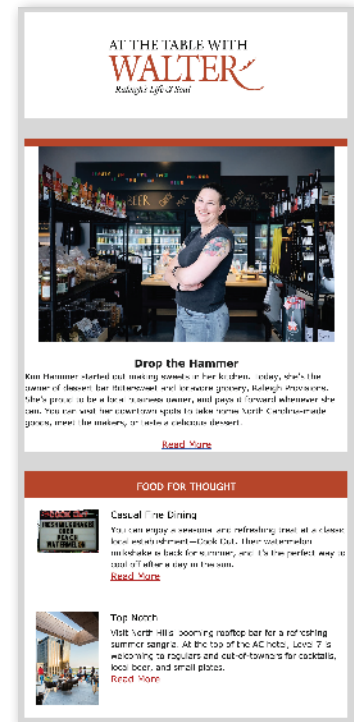
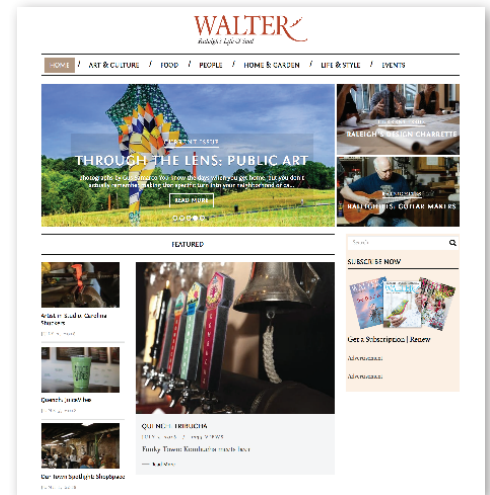
### AT HOME WITH WALTER • DESTINATION WALTER

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

\*Option to send content to a lookalike audience of 25,000 via email: \$1500

## social media sponsored post

- \$500

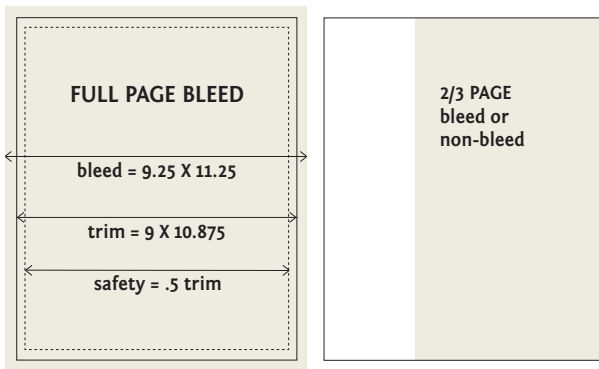


Eamon Queeney (JOE KWON)

# 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

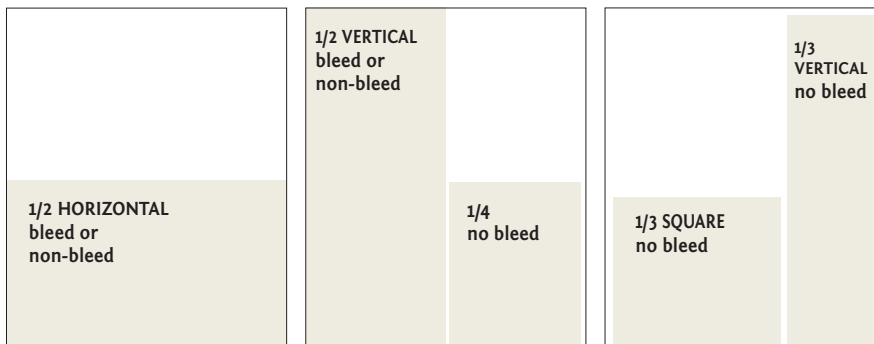
**Publication size** 9 x 10.875 inches  
**Safety** .25 inch from trim on all sides  
**Bleed** .125 inch beyond trim on all sides  
**Binding method** Perfect bound  
**Image resolution** 300 dpi  
**Line screen** 150 dpi  
**Color space** CMYK only; no spot or RGB

## 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.



# Deadlines

ISSUE	SPACE/AD MATERIALS	CAMERA READY	IN HOMES
January/February	Wednesday, November 28	Friday, December 7	Friday, December 28
March	Wednesday, January 30	Tuesday, February 12	Monday, February 25
April	Thursday, February 28	Tuesday, March 12	Monday, March 25
May	Thursday, April 4	Monday, April 15	Monday, April 29
June	Thursday, May 2	Monday, May 13	Tuesday, May 28
July/August	Thursday, May 31	Wednesday, June 12	Wednesday, June 26
September	Thursday, August 1	Friday, August 9	Saturday, August 24
October	Thursday, August 29	Thursday, September 12	Thursday, September 26
November	Thursday, October 3	Monday, October 14	Saturday, October 26
December	Thursday, October 31	Monday, November 11	Wednesday, November 27

**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.

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

All Terms and Conditions in the current rate card apply.

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# WALTER



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