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

\textit{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**
\textit{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**
\textit{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 years average age

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

\begin{align*}
51\% & \text{ female} \\
49\% & \text{ male}
\end{align*}
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.

<table>
<thead>
<tr>
<th>SIZE</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page (970 x 250)</td>
<td>$750</td>
</tr>
<tr>
<td>Run of Site (300 x 250)</td>
<td>$750</td>
</tr>
<tr>
<td>Branded Digital Content</td>
<td>$1500</td>
</tr>
<tr>
<td>Social Media Post</td>
<td>starting at $500</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1 TIME</th>
<th>3 TIMES</th>
<th>6 TIMES</th>
<th>10 TIMES</th>
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<tbody>
<tr>
<td>Two-Page spread</td>
<td>$4,950</td>
<td>$4,160</td>
<td>$3,690</td>
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<tr>
<td>Full Page</td>
<td>$2,970</td>
<td>$2,500</td>
<td>$2,215</td>
<td>$2,050</td>
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<td>$2,235</td>
<td>$1,885</td>
<td>$1,665</td>
<td>$1,535</td>
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<tr>
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<td>$1,785</td>
<td>$1,500</td>
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<tr>
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<td>$1,000</td>
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<table>
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<th>PREMIUM POSITIONS</th>
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<tr>
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<tr>
<td>Inside Front</td>
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<tr>
<td>Inside Back</td>
<td>$4,080</td>
<td>$2,915</td>
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<tr>
<td>Forward Position (3-9, 11)</td>
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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.

<table>
<thead>
<tr>
<th>MONTH</th>
<th>PRODUCT</th>
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<tr>
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<td>Spring Events Preview</td>
<td>Full page</td>
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<tr>
<td>September</td>
<td>Fall Events Preview</td>
<td>Two-page spread</td>
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<tr>
<td>December</td>
<td>Holiday Gift Guide</td>
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Production

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED AD</th>
<th>BLEED AD</th>
<th>LIVE/SAFETY AREA</th>
<th>TRIM SIZE</th>
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</thead>
<tbody>
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<td>18.25 x 11.125</td>
<td>17.5 x 10.375</td>
<td>18 x 10.875</td>
</tr>
<tr>
<td>Full Page</td>
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<td>9.25 x 11.125</td>
<td>8.5 x 10.375</td>
<td>9 x 10.875</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>5.6 x 10.375</td>
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<td>5.6 x 10.375</td>
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<td>8.5 x 5.1</td>
<td>9.25 x 5.85</td>
<td>8.5 x 5.1</td>
<td>9 x 5.225</td>
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<tr>
<td>1/2 Vertical</td>
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<td>4.15 x 10.375</td>
<td>4.275 x 10.875</td>
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<td>4.15 x 5.1</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
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*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

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

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