

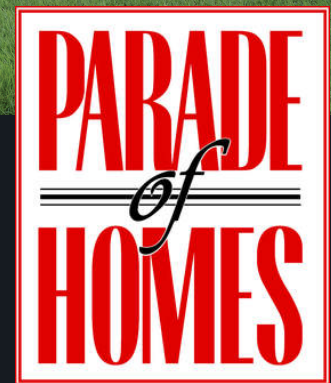


WALTER magazine and the Home Builders Association of Raleigh-Wake County present the 58th annual

PARADE OF HOMES

SEPT. 30-OCT. 1, 6-8, 13-15, 2023

The Home Builders Association of Raleigh-Wake County's Parade of Homes is recognized as one of the best home tours in the country. The Parade of Homes tour offers unparalleled exposure to Triangle residents who are looking to buy a new home or gather ideas for their home, and will inspire designers and influencers who are curious about the newest trends. We strive to help homeowners gather inspiration and learn more about local home building professionals that can create their dream home on whatever scale that fits their needs, while also creating a useful guide for home professionals to share their beautiful and unique project with Raleigh.



For more information about advertising, contact Cristina Hurley at cristina@waltermagazine.com or 919.279.3132.

PARADE PREVIEW MAGAZINE



Scan to see
the 2022
magazine!




Polybagged with the October issue of WALTER magazine, the Parade of Homes magazine will reach a targeted audience of 25,000 affluent and engaged readers in Wake County. The magazine was completely redesigned with features including builder profiles and design trends to captivate readers and get them out on the tour!

Ad Size	Magazine
Premium Full Page	\$3,040
Full Page	\$2,137.50
Half Page (Vertical)	\$1,496.25
Half Page (Horizontal)	\$1,496.25
Quarter Page	\$997.50

SPECIAL MARKETING OPPORTUNITY: Editorial Industry Profile

Give your readers a unique perspective and understanding of your business. Through this special opportunity, allow our readers to get to know you and your brand. Showcase what makes your company different and why you can be trusted to help with their new home. This special section will feature builders, interior designers, and other industry professionals.



INTERIORS PROFILE



THE PRO PATRICK CASEY
Casey Construction of Raleigh

CREDENTIALS Patrick Casey has been in the design industry for over 20 years. As General Manager of Casey Construction in Raleigh, he has worked with builders, designers, and other industry professionals to create unique and individualized spaces within the scope of every project.

How did you create this space with your client?
The project started as a new 1700 model residence where we were to restore the space and help enhance the high-end builder finishes. From the site through the construction of the house, we kept the windows wide open to the city views, and communicated as during the process. From the start to the end, we kept the windows wide open to the city views, and communicated as during the process. From the start to the end, we kept the windows wide open to the city views, and communicated as during the process.

What do you enjoy about working with builders?
Working with builders is an asset as it helps us to see all of the hard and great home design and builder options available. I find myself constantly inspired with their creative approach, and by working in tandem on solutions throughout the project I can give the clients information along the way instead of surprises and stress.

Visit paradeofhomes.com or call 919-954-9734 for more info.

12 PARADE OF HOMES

INTERIORS PROFILE



THE PRO MICHAEL WEISS
Angus Construction Solutions, Inc.

CREDENTIALS Michael Weiss has worked in construction his entire career. He founded Angus Construction Solutions, Inc. in 2013 and has grown to be one of the most dynamic and diverse builders in the Triangle. ACS has been named one of "Triangle Business Journal's Top 50 Fast Growing Businesses" four out of the last five years, ranking #1 in 2020.

ACS is known for commercial work – why start residential projects now?
The pandemic required us to pivot our business model. We were used and able to work for many of our national clients but had new construction. The opportunity to design a residential home with The Anger House was a great fit for us. It was a challenge, but we were able to pivot our business model and start residential projects.

How does your expertise play into home building?
I have always been drawn to modernism and it's a lot of modernism. I appreciate the aesthetics of the construction, the functionality of the design and how the designer of the house can create a unique and modern space. When you look at most of our profiles, you can see that the design team and construction team together create a unique and modern space. When you look at most of our profiles, you can see that the design team and construction team together create a unique and modern space.





Visit paradeofhomes.com or call 919-839-4230 for more info.

14 PARADE OF HOMES

- Business Profile
- 2 questions
- 2 home images
- Investment \$2,500

- Business Profile
- 3 questions
- 4 home images
- Investment \$3,500

PARADE OF HOMES GUIDEBOOK

Throughout the month of October, more than 22,000 books will be distributed to visitors during the prestigious Parade of Home tour and at the HBA office. The book will also be made available in a digital “flip format” on the Parade of Homes website for all web visitors.



Scan to see
the 2022
book!

ADVERTISING SPECS

Ad Size	Bleed Size	Trim Size	Live Area
Full Page	8.625" x 11.125"	8.375" x 10.875"	7.625" x 10"
1/2 Page Vertical	N/A	3.75" x 9.75"	N/A
1/2 Page Horizontal	N/A	7.625" x 4.75"	N/A
1/4 Page	N/A	3.75" x 4.75"	N/A

PRODUCTION: All ads must be supplied in print-ready PDF format at 300 dpi or higher. All ads must be in CMYK color with black text being 100% black. Offset crop marks at .25" (not in image).

Ad Reservation: **WEDNESDAY, JULY 26TH** Materials Due: **WEDNESDAY, AUGUST 2ND**