



rollingout

2024 MEDIA KIT



BLACK OWNED! BLACK AUDIENCE! BLACK EXCELLENCE!

IF IT'S ON ROLLING OUT, IT MATTERS TO BLACK PEOPLE,
AND THAT INCLUDES BRANDS AND ADVERTISING
PARTNERS THAT SUPPORT US!



COLLABORATION & AMPLIFICATION

We are a media partner that will collaborate inside of a sponsorship or experience to leverage our media capabilities.

ROLLING OUT PROVIDES TALENT, INFLUENCERS, EDITORIAL AND VIDEO that can be leveraged on RollingOut.com, OTT, social media channels, and corporate sites. Press releases, brand lift studies and engagement tactics to further expand audience reach.



OUR ETHOS

Rolling Out is a community of multi-hyphenate storytellers that live the culture we report on.

We were born out of a need for Black culture to see authentic and uplifting depictions of itself.

Our platform inspires, informs, and enhances Black cultural development through knowledge and skillset transfer.



SNAPSHOT

50M
ANNUAL SOCIAL REACH

200+
VIRTUAL & IRL EVENTS

19
PRINT DMA'S

100K
EMAIL SUBSCRIBERS

55%
FEMALE

45%
MALE

28
MEDIAN AGE

95%
AA

rollingout NETWORK

28M
MONTHLY DIGITAL REACH

SOCIAL REACH



@ROLLINGOUT
342K
FOLLOWERS



@ROLLINGOUT
147K
FOLLOWERS



@ROLLING OUT
44K
FOLLOWERS



@ROLLINGOUTTV ENT
42K
FOLLOWERS



ROLLING OUT PILLARS

- BUSINESS**
- HEALTH & BEAUTY**
- ENTERTAINMENT**
- THOUGHT LEADERSHIP**



ROLLING OUT VERTICALS



DIGITAL

Our digital capabilities deliver scale and high-impact placement, against a backdrop of cutting-edge content.

OTT

We leverage over two decades of cultural currency to source industry-defining talent that generate impact and engagement content for our audience & brand partners.

CREATIVE STUDIO

Our creative studio offers a 20,000 sq ft creative campus featuring world-class video production, cutting-edge design capabilities, photography, and podcast capabilities.

SOCIAL

Our team of multihyphenates excels in affinity-building content in the social landscape that connects with target audiences.

PRINT

For nearly 25 years we have provided a platform to celebrate talent on our covers and impactful editorial to keep our audience in the know and cultivate experiences.

PROGRAMMING

We offer a robust slate of monthly tentpole programs across streaming and in-person activations that touch an audience of millions across all AA demos.



rollingout

Editorial Calendar

MARCH

Women's History Month:
Sisters with
Superpowers

APRIL

Creative Entrepreneur
Class

MAY

Mother's Day
Design & Dialogue

JUNE

HOTEL Streaming
Channel Launch
My City, My Music
Juneteenth
Black Music Month
Father's Day

JULY

Health IQ

AUGUST

Black Business Month

SEPTEMBER

Fashion & Beauty

OCTOBER

Brand Creators
HBCU Homecoming

NOVEMBER

RIDE CON
Friend's Giving

DECEMBER

Peace and Purpose
Holiday
Art Basel

OUR TENTPOLES

We have customizable turnkey solutions that engage culture across entertainment, business, health, fitness, technology, community and more.

SISTERS WITH SUPERPOWERS

RIDE CON

LIVE YOUR DARE

PEACE & PURPOSE

MY CITY, MY SOUND





NOTEL

POWERED BY ROLLINGOUT

BLACK CULTURE LIVES HERE

NOTEL

A New Streaming Platform by: **rollingout**

ROLLING OUT IS PROUD TO ANNOUNCE OUR NEW OTT PLATFORM! WE PROVIDE THE HIGHEST-QUALITY INVENTORY OF PROGRAMMING ACROSS MORE THAN 60 MARKETS, INCLUDING A BLEND OF LIVE, ON DEMAND AND STREAMING TV.

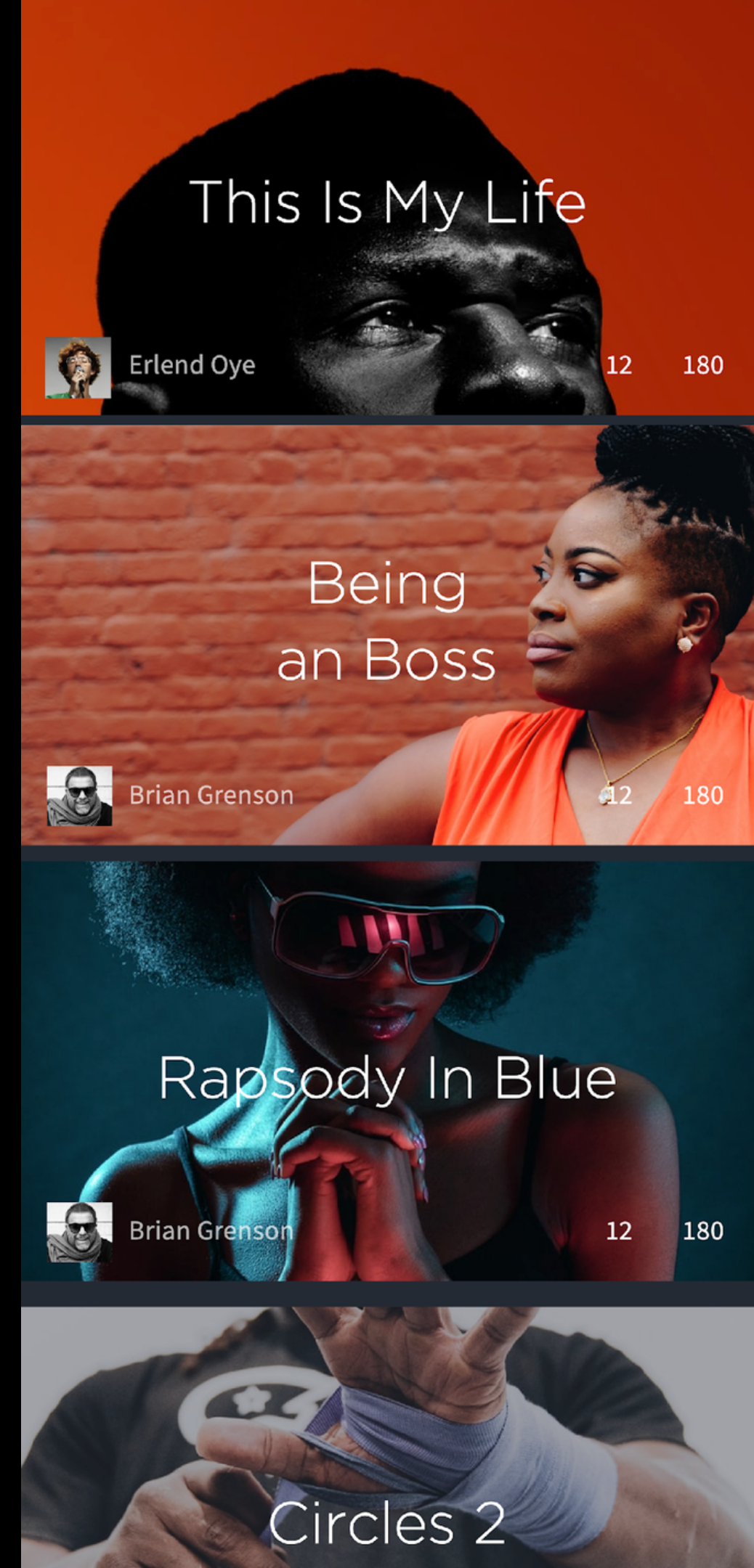
BY FOCUSING ON REACHING THE RIGHT VIEWERS – RATHER THAN THE RIGHT SCREENS, ADVERTISERS CAN SEAMLESSLY REACH ACROSS ALL DEVICES AND PULL FRAGMENTED AUDIENCE BACK TOGETHER.

ENGAGEMENT: THE LEAN-BACK ENVIRONMENT OF OTT CONTENT LEADS TO HIGHLY ENGAGED AUDIENCES. 72% OF OTT USERS CAN RECALL A SPECIFIC OTT AD. AND 40% HAVE PAUSED OTT CONTENT TO BUY OR LEARN MORE ABOUT AN ADVERTISED PRODUCT.

- Extensive video library management
- Flexible ad serving technology supporting pre/ post/mid roll
- Data & Analytics for advertisers and creators
- Channel creation for brands

TIMING: LAUNCHES JUNE 2024

STREAMING





MOBILE APP

All of Rolling Out is available at the fingertips of users.

The app provides users and businesses the ability to post events, and facilitates a two-way direct communication with our user base and ultimately gathers user data.

Ultimately this app increases the utility of our network





COMMUNITY CONNECTIONS



100
BLACK MEN
OF AMERICA, INC.®



THE POWER OF INCLUSIVE LEADERSHIP





roll with us!

Munson Steed

404.787.3603

publisher@rollingout.com

Denise Faulkner

312.927.7182

denise@rollingout.com