



**rollingout**

MEDIA BRIEF



# THE STATS

Rolling Out is an African American owned Entertainment and Media company with a trusted and influential voice in the community.

Rolling Out develops contemporary content on topics of Lifestyle, Entertainment, Music, Health, Beauty and Business.

**500K**

SOCIAL REACH

**98K**

DAILY EMAIL REACH

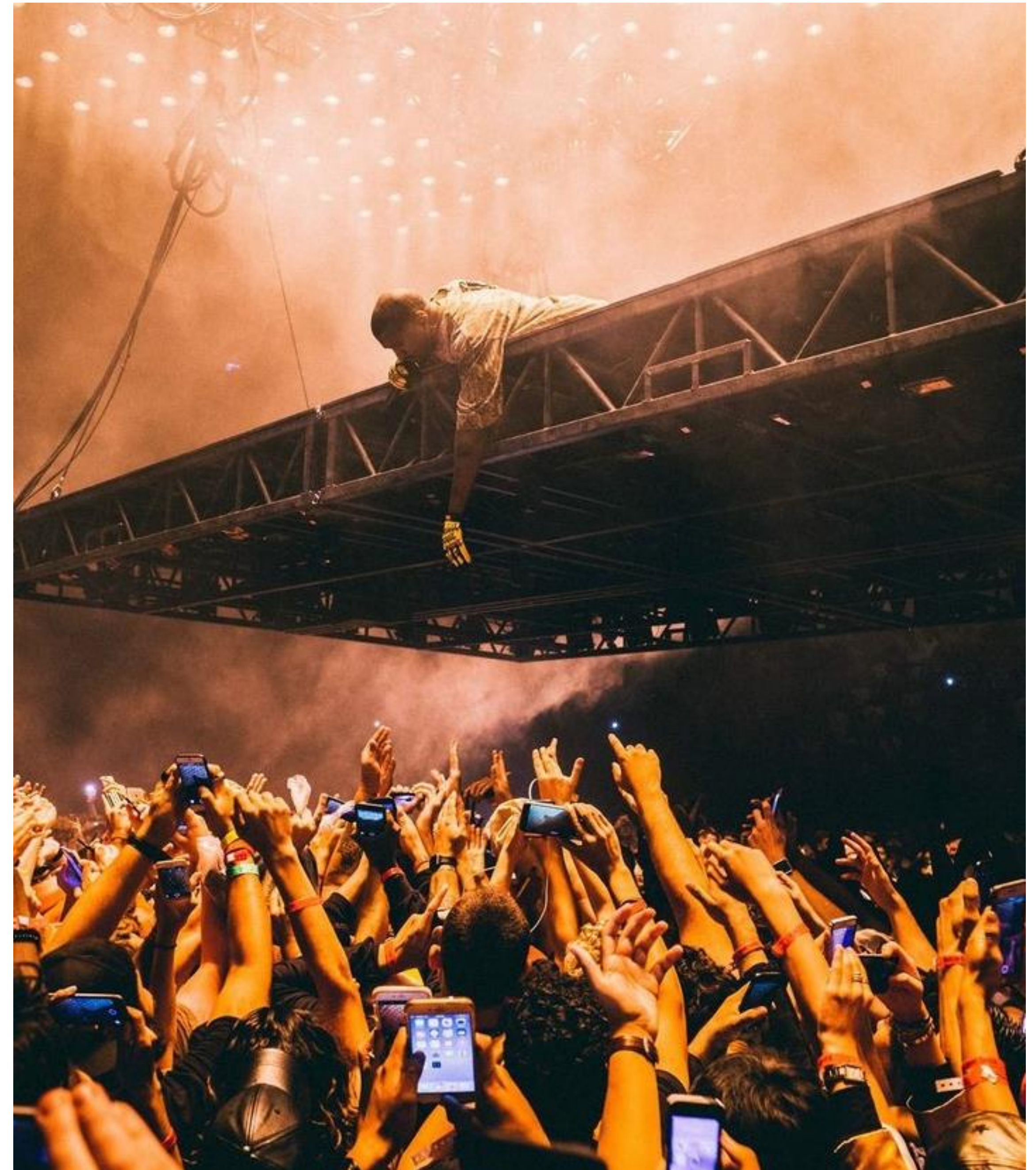
ROLLING OUT  
DIGITAL NETWORK

**12MM**

UNIQUE VISITORS

**1MM**

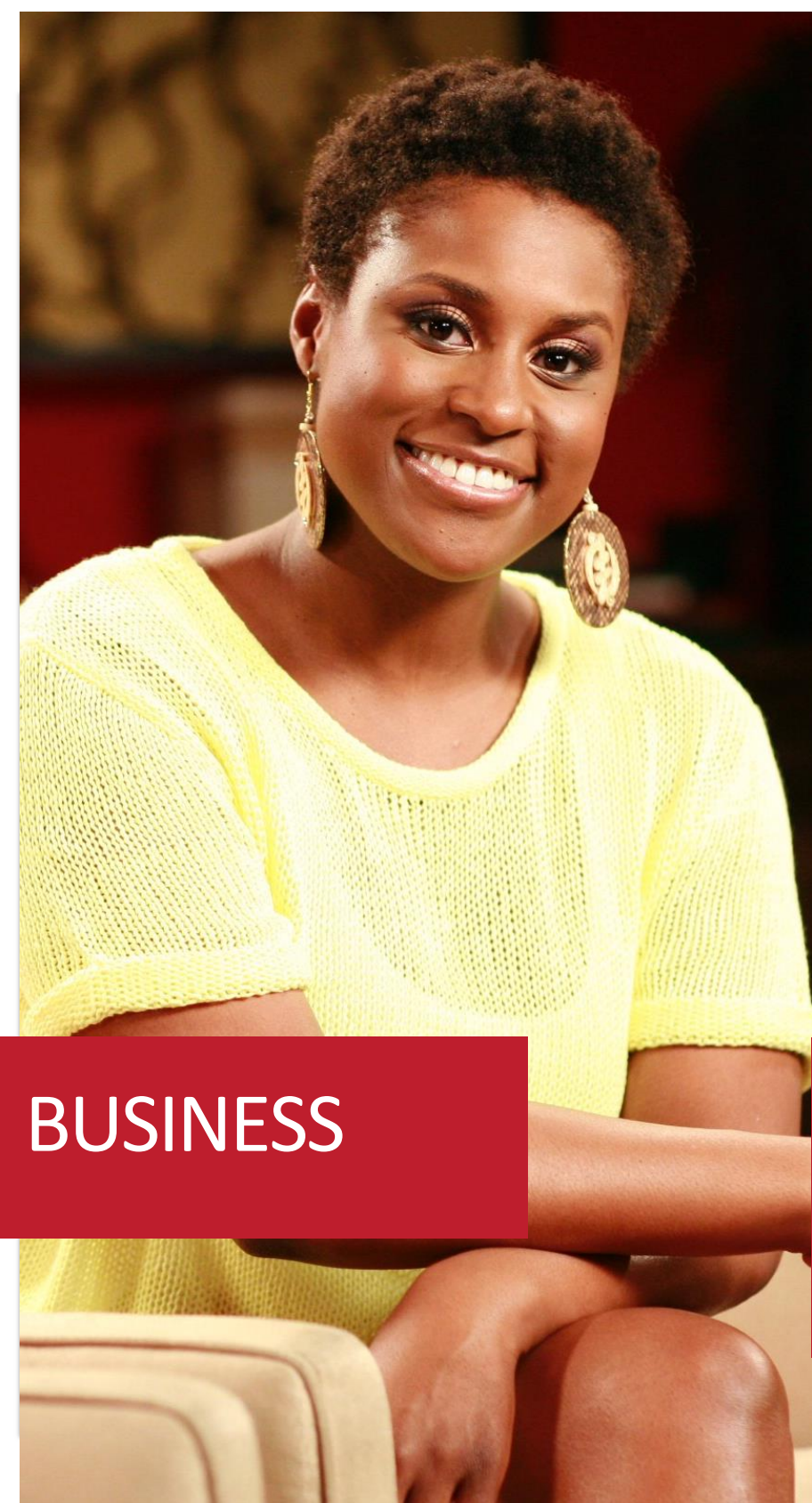
PRINT REACH WEEKLY



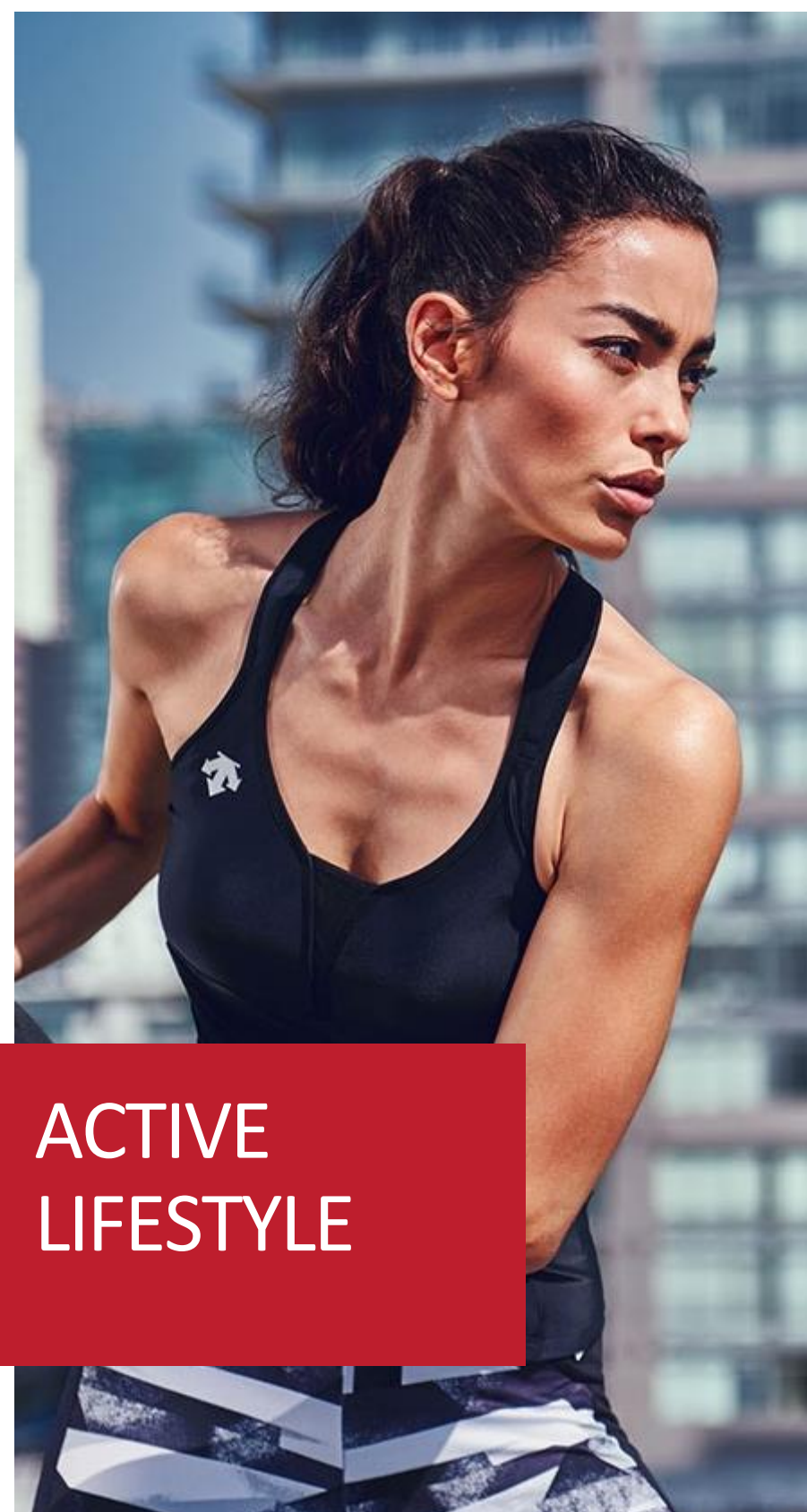


# RO PASSION POINTS

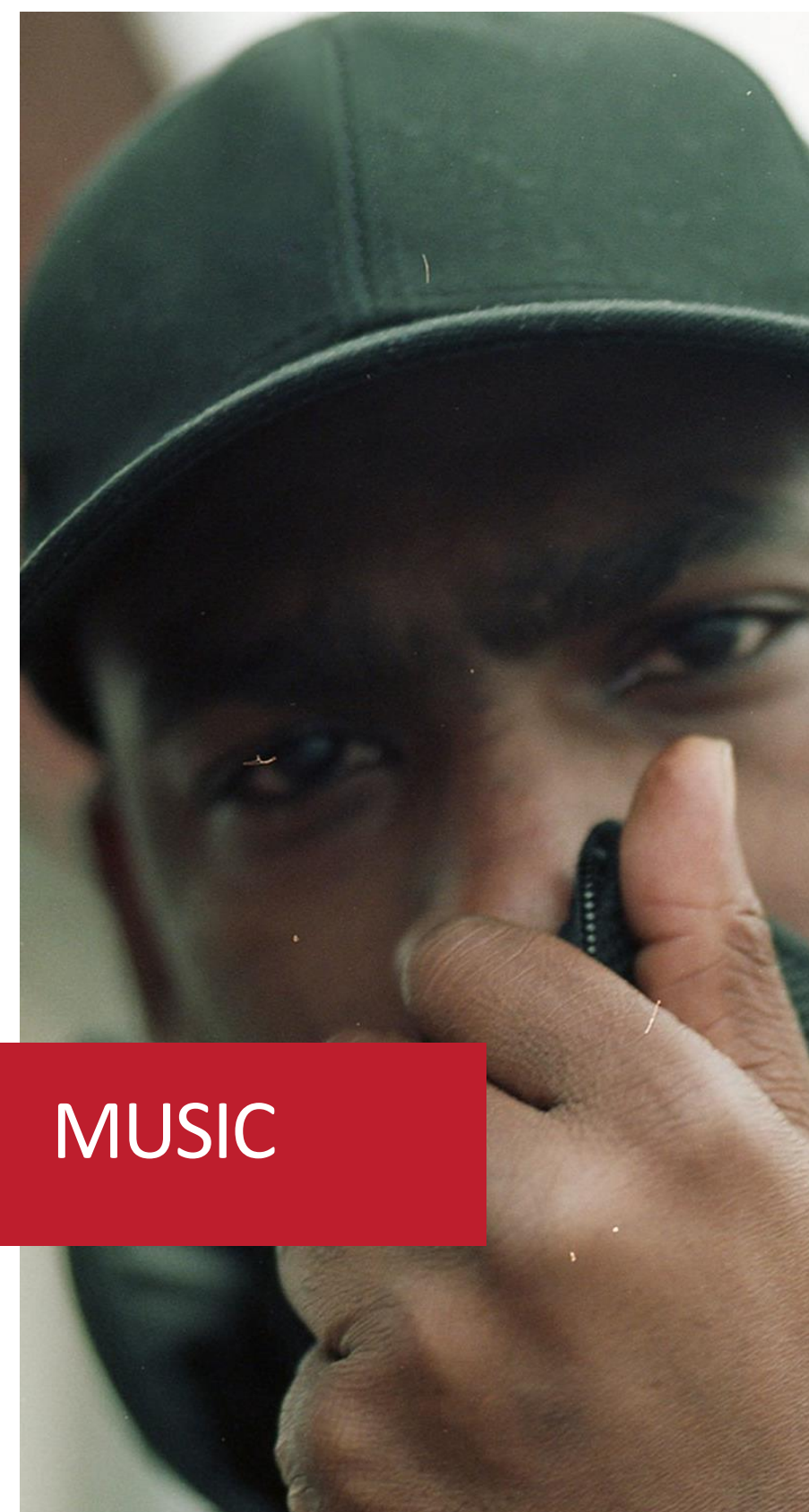
We take pride in owned content surrounding multiple topic verticals to facilitate engagement amongst a community of millennial leaders.



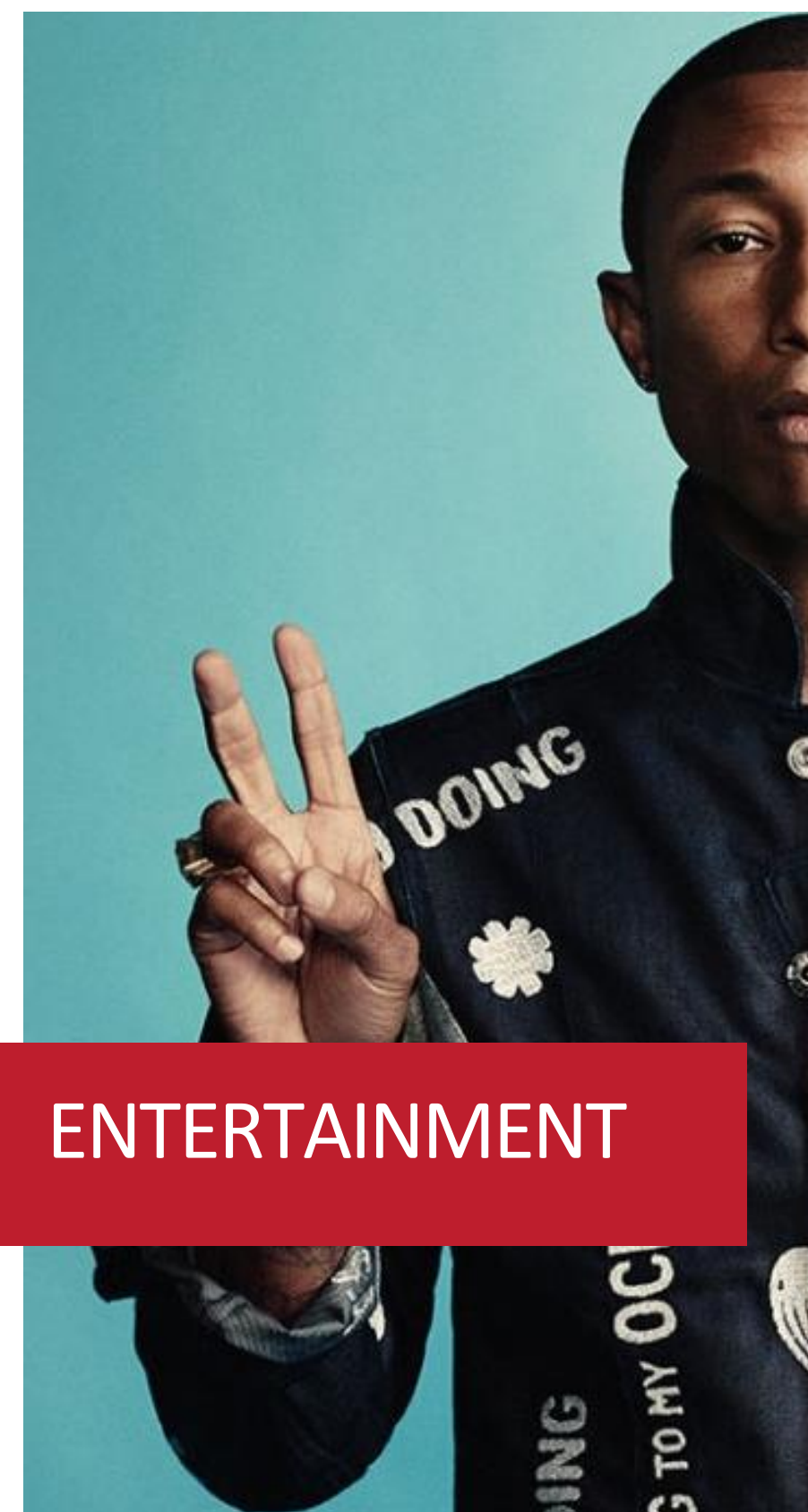
BUSINESS



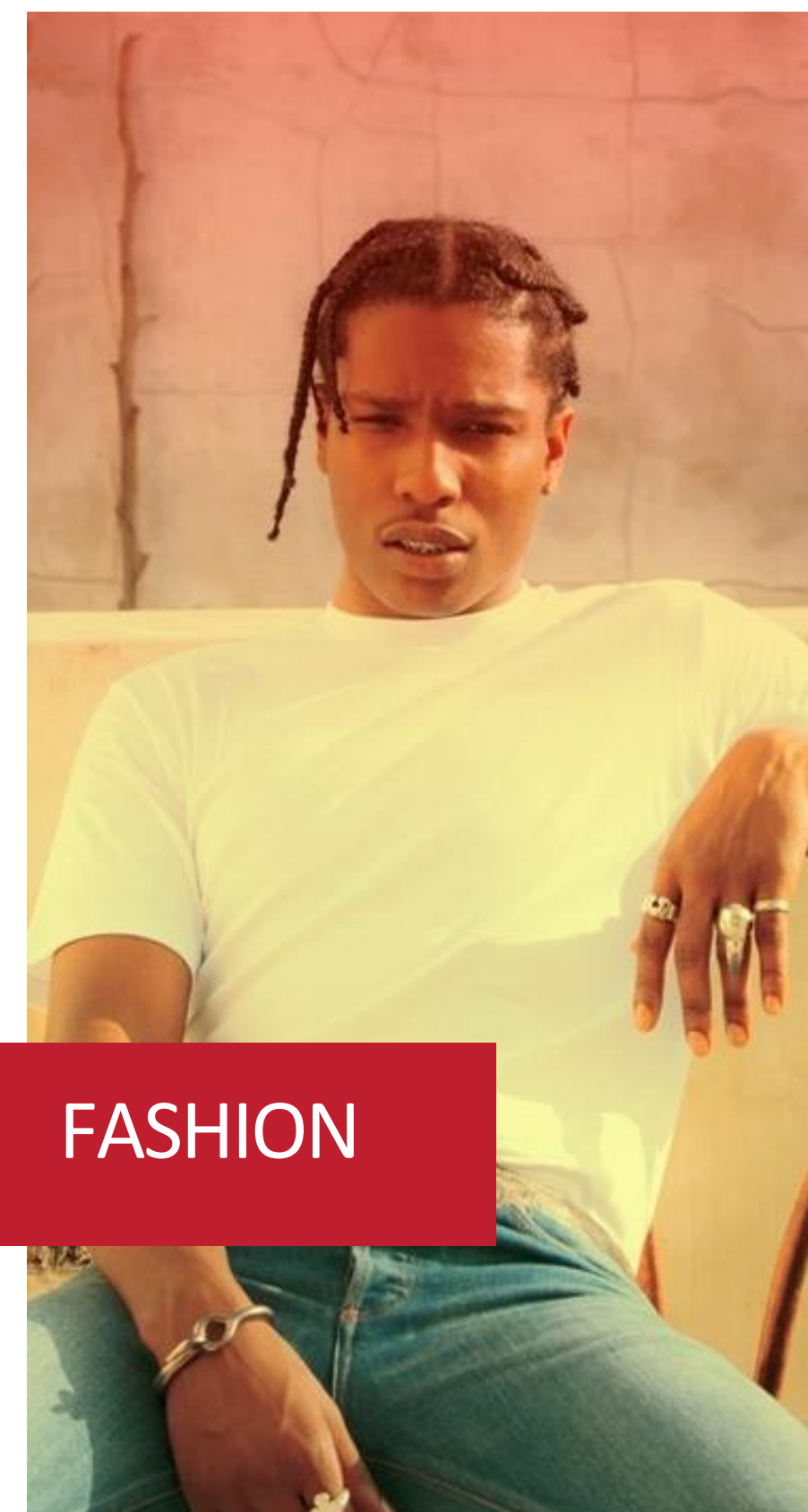
ACTIVE LIFESTYLE



MUSIC



ENTERTAINMENT



FASHION



# RO MEDIA SOCIAL AND AUDIENCE PROFILE

Rolling out is your bridge to the most socially active and influential demographic. Our social followers and newsletter subscribers are individuals with an active lifestyle interested in diverse news and influencers

611K

FOLLOWERS



311K



107K



72K



98K



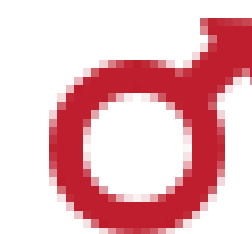
YouTube

23K

DEDICATED  
SOCIAL  
NETWORK

Opportunity to leverage Rolling Out's social following as well as influencer engagement through Rolling Out's unique relationships with trendsetting artists and entertainers.

## AUDIENCE



55% FEMALE



45% MALE

\$68K+

MEDIAN  
HOUSEHOLD  
INCOME

28

MEDIAN  
AGE

# ROLLING OUT NETWORK

TARGETED MEDIA PARTNERSHIPS WITH PUBLISHING PARTNERS PROVIDING VIDEO, AND NATIVE AD SOLUTIONS ACROSS MOBILE AND DESKTOP.

 2.4MM UNIQUE MONTHLY SITE VISITORS



12MM+  
TOTAL NETWORK UNIQUE USERS

20M+  
TOTAL NETWORK SOCIAL REACH



# BRAND STUDIO RESOURCES & DISTRIBUTION PLATFORMS

## CONTENT STUDIO

15K Square Foot facility in ATL, GA (Rolling OutHQ).  
Sound Stages, Recording Studios, and Editing Suites.

**ROLLING OUT  
TV**

Broadcast in Atlanta w/ national  
distribution via digital and social  
channels





# BRAND RESOURCES & DISTRIBUTION PLATFORMS

## PRINT

Weekly print distribution in popular urban DMA's featuring top national and local news stories and profiles.



**1MM** WEEKLY READERS

**19 DMAS**

PUBLISHED IN 19 POPULAR URBAN DMAS







	Weekly Circulation		
Atlanta	62,797	Houston	57,510
Baltimore	52,638	LA	66,110
Bay Area	49,548	Memphis	34,920
Birmingham	33,723	Miami	48,035
Charlotte	46,676	New Orleans	27,285
Chicago	67,965	Newark	39,925
Cleveland	41,430	NYC	78,915
Dallas	49,195	Philadelphia	49,970
DC	57,385	St Louis	44,025
Detroit	61,030		



# BRAND CASE STUDIES

MCDONALDS



Rolling Out developed a custom video solution for McDonald's to promote their new "McPick2" value offering.

The program focused on a "Man-on-the-Street" style karaoke contest. Rolling Out secured "Wild 'N Out" star Emmanuel Hudson to create a fun and engaging way to showcase McDonald's.

Street Karaoke saw over 1MM views and 5K engagements. McDonald's renewed the program after it's first run.

MCDONALD'S  
STREET  
KARAOKE





# STUDIO CASE STUDIES

HOME DEPOT



## CELEBRITY REFRESH

Rolling Out and Home Depot teamed up to create a 360 multi platform program “Celebrity Refresh” print and a video series.

VIEW CONTENT



COLGATE

Colgate®

## MIRROR AWARDS

Rolling Out partnered with Colgate Optic White along with CVS for the Mirror Mirror Awards in New York, Los Angeles and Atlanta

TOYOTA



## STAR STUDIO

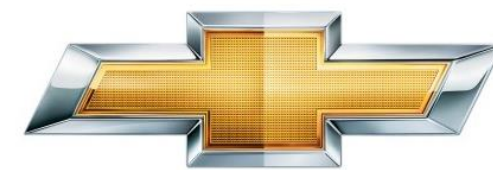
Star Studio is an interactive video and content series where top influencers in music, film and entertainment share tips, ideas and information about what it takes to be successful in the entertainment business.

VIEW CONTENT





# ADVERTISING PARTNERS







# 2019 4RIDEcon

THOUGHTSET + SKILLSET = SUCCESS

September 7<sup>th</sup> and 8<sup>th</sup>

Rolling out innovation & Digital Entertainment Conference



# ATLANTA

## Loudermilk Center

### 2 Days/ 20 Talks

## 40+ LEADING SPEAKERS

“The third annual RIDEcon (Rolling out innovation & Digital Entertainment conference) is a celebration of progressive thought leadership. The two day event will feature interactive workshops, provocative keynotes and lively panel discussions centered around the millennial mindset. Each discussion will highlight how to develop transferable skills and how to approach professional development. Attendees will leave the conference feeling empowered with a new network, new perspective on thought leadership and new tools to build and enhance their skills”.







**rollingout**  
THANK YOU

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