Our Network Makeup

We know who it takes to connect with the culture. We have access to a network of Coders from diverse backgrounds that we engage to cultivate authentic relationships with our audience members. From art to politics we amplify the voices of individuals that shape our culture and are respected thought leaders. We understand that genuine content lend to genuine connections with our community.
About

Media

Digital First
Our platform provides an opportunity for our audience to connect and network. We diversify our reach with a collaborative network of other digital sites that allow us to amplify our messaging and expand access to our native content.

National Reach, Local Feel
The rollingout publication spans across the nation circulating in 19 cities with a high African American population. Our styles of connection allow information and content to be accessible to the community in various forms yielding a mass reach with a grassroots touch.

Atlanta, Baltimore, Bay Area, Birmingham, Charlotte, Chicago, Cleveland, Dallas, D.C., Detroit, Houston, LA, Memphis, Miami, New Orleans, Newark, NYC, Philadelphia, St. Louis
Our Audience Matters

Coding and creating to connect with our audience authentically is a quality that matters to us. We understand that reach is truly valuable when an honest connection is made and maintained.

Weekly Email Reach

79K

Weekly Print

4MM Reader Reach

19 DMA’s

Digital Network

40MM Unique Site Visitors

10+ Digital Network Partners

540K+

Social Reach

Twitter 62K

Facebook 318K

Median Household Income

$68K

55% Female

45% Male

28 Median Age
Our cultural ecosystems are made up of Coders who serve as the original voice of the culture. Connections serve as the tools that amplify those authentic voices.
Captivating Content
For A True Connection

The value in producing content that connects to our audience is more than just a metric. We believe it’s our real and captivating stories that allow us to flourish and be a platform that the community has come to trust and depend on.
Digital Network Programs

Wake Up Call – Added Value
Monday - Friday, 8 AM EST
The rolling out crew hosts cultural innovators, shapers, and legends on its original digital morning show. Digital impressions 20-30,000 views per day (Facebook Twitter, YouTube)

A Seat at the Table – Added Value
Monday - Friday, 7 PM EST
Daily news show providing a platform for the community to hear from thought leaders and advocates of social justice, unfiltered, and from the source. Digital impressions 20-30,000 views per day (Facebook Twitter, YouTube)

Health IQ – Added Value
Tuesday, 6 PM EST
A collaborative show of professionals in the healthcare industry, educators, non-profits, and healthcare service delivery members that inform and educate the community while addressingSince the unprecedented pandemic, Rolling Out was able to stay relevant by amplifying the message through digital and virtual channels. Our digital programming gives us the ability to continue to communicate and educate by bringing influencers and subject matter experts on multiple platforms and programs.

Sponsorship of AM Wake Up Call and A Seat at the Table & Health IQ can include:
- Product placement
- Mentions

Georgia Audience

Since the unprecedented pandemic, Rolling Out was able to stay relevant by amplifying the message through digital and virtual channels. Our digital programming gives us the ability to continue to communicate and educate by bringing influencers and subject matter experts on multiple platforms and programs.

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Rolling out is a community-based cultural connector.
During this pandemic, we have continued to provide information that will help improve the health and well-being of our community through our weekly broadcast series, Health IQ. Many in the AA community are living with more health problems and lower quality healthcare options than others in this country.

We highlight health care subject matter experts (SMEs) in a weekly forum. They share resources and guidance to help people operate effectively during this pandemic, while maintaining their mental and physical health.

We utilize trustworthy and culturally relevant healthcare practitioners. Their insights address healthcare disparities while bringing solutions to this sometimes very sensitive subject. They understand how to share their approaches to prevention, healing, well-being and self-care in a genuine and effective manner to our audience.

The results include creating an open dialogue and so much more. We believe that we can grow and strengthen relationships between healthcare practitioners and community members while arming individuals with the knowledge and desire to take charge of improving their own health in a way that works for them and is sustainable. Each empowered person taking action improves the generational health and wellness of our community.
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About

For two decades, *rollingout* has told the stories of a diverse swathe of superstars across the global spectrum of Black entertainment: from Cicely Tyson’s iconography to Issa Rae’s burgeoning legend. Now, we are bringing these titans directly to your digital screen.

The **Star Studios** is a virtual content hub where aspiring creatives can tap into the transformative knowledge and experience of the industry’s top creators of color. Star Studio presents the tales of radical success and lesson-laden journeys of Black luminaries who have pioneered unique spaces from Harlem to Hollywood.

Covering Music, Film, Books, TV, Design, Art, Theater, Gaming, Home, and Media, Star Studio is here to help usher in America’s new Black Creative Class.
Rise + Shine
One-on-one, intimate conversations with actors, writers, and directors from popular TV shows, films, and web series. We connect their experiences to the current climate in America.

The Writing Room
The place where ideas are broken, stories are conquered, and friendships are forged. Focusing on the television and film industry we provide a safe place for learning and evolving.

#BLKFAAX
Connecting the past to the future by presenting little known stories of Black people in fashion, music, entertainment, and film. The stars and statements will vary. But, the facts will not.

1 Mic.
1MIC is where you find the answers: How To Write a Song; How To Become of A Successful Singer and/or Music Producer; How To Profit In the Industry

Wine Up!
Intimate conversations with actors as they provide viewers with insight on their journey in content creation while we toast to their creativity, influence, and shaping of the film and television industry.
Inspire
Host Live, Streaming Classes and Interviews

Captivate
Offer all recorded sessions with on-demand viewing

Illuminate
Air and safely archive all content
Sisters With Superpowers highlights successful businesswomen and entrepreneurs in six major U.S. markets. 25 high achieving women across entertainment, business, professional, and community fields at each event are honored. Each profile offers actionable, accessible tips and tools to help others emulate their success. Each Sisters With Superpowers presentation will feature an esteemed host, awards presentation, and post-event reception.
rolling out’s mission is to empower the community through motivational, educational, and cultural initiatives. Through the Justice For All special issue and event, we are committed to celebrating the achievements of our Judicial Community. We will highlight the accomplishments of successful judges, lawyers, law firms, and social justice activist in our culture. The Legal Movement consist of Steed Media Group’s entrepreneurial success seminars, legal labs, an annual recognition program, and the Legal Awards.
Mirror Mirror

Awards

The awards are designed to recognize individuals who define celebrity style and glamour

Rolling out honors professionals in six major markets
Content Creation
Connection Opportunities

- Custom Content Production and Deployment
- Access to Influencers to Authentic Content and Voice
- Media Placement
Our Community Connection

Our honest commitment to our community allows us to engage the culture in ways others cannot. Positioning us uniquely to promote and share the stories of thought leaders and change agents.
About

RIDECON

RIDE Labs
Labs are incubators that foster awareness and pave the path for the annual RIDECon. They are a series of intimate experiences created to keep the flow of innovation and ideas present at a geo-local level. The customization of labs offer opportunities for brands to connect with our key demo by offering intimate semi-exclusive digital workshops.

RIDE Conference 2020
Rolling Out’s 4th Annual RIDE Conference “Professional Evolution” is a digital 2-day conference where thought-leaders and professionals across the globe are able to play an active role in making real connections; educating and inspiring one another. To evolve you must connect with the right people who have access to the right information. Connecting on the RIDE platform is a source that serves that purpose.
Experiences
Connection Opportunities

- Custom Content Production and Deployment
- Brand Sponsorship and Integration
- Media Placement
True Engagement For A Great Return

rollingout understands the importance of our community staying connected. Our multi-media approach connects with our audience wherever they may be.
Cultural Network
Connection Opportunities

Custom Content Production and Deployment
Access to Influencers to Authentic Content and Voice
Custom Inclusion Among Influencer-Owned Content
Millennial engagement
Pretty Vee

The pandemic has altered traditional homecoming festivities. In recognition of HBCU and homecoming 2020 our custom content and experience we spent the day shooting Pretty Vee for our Class is in Session.
Case Study
Toyota x .femdot

Through custom content and experience we spent the day rolling with young rap artist .femdot, on his last tour stop in Chicago. We brought to light the cultural connection and inner workings of his artistry while creating various content pieces worth sharing. All while authentically integrating a treasured international car brand.
Cultural Connectivity “Home Center” was a 4-episode series that captured influential personalities in music, film, and entertainment in the home where they connect, educate, and entertain providing a rare glimpse at how they leverage Xfinity for work and entertainment.
Print Rates
+ Digital Capabilities

Rolling out can meet your digital needs through banner ads, mobile, and online promotions.

Our digital capabilities include:

- Website banner ad (Geo-fence capabilities)
- Mobile ad placement

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Banner specs
728wx90h – 300wx600h – 300wx250h
## PRINT DISTRIBUTION

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THANK YOU

Sales Contact
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