Rolling Out is of the Community and for the Community

Founded in 1998 by Munson Steed, Rolling Out is a Black owned and operated entertainment and media company with an authentic and influential voice.

With a focus on Black Excellence in culture, Rolling Out delivers rich, unique content around lifestyle, entertainment and music that inspires and elevates the African-American audience.

The core target is a Gen Z and Millennial aged AA. Unlike others who play in the Black media space, Rolling Out is national and hyper local. We are rooted in the community and actively contributing to its growth.

Our audience knows if it’s on Rolling Out, it matters to the African Americans – that includes brands and advertising partners who demonstrate support.

Rolling Out wants your Brand to matter to African Americans.
OUR 4 Pillars

- Sisters with Superpowers
- CEO to CEO
- Paperwork Project

- COVID-19 Health Professionals
- Her Health
- The Opioid Crisis

- AM Wake Up Morning Show
- The Directors Chair
- Cover Conversations

- A Seat at the Table
- Books & Brunch
- Design & Dialogue
Our Brand Portfolio Connects Wherever, Whenever
Rolling Out offers a full spectrum of advertising solutions across channels that resonate with African Americans

Digital
Destination for Culture with Over 2M Monthly Unique Visitors

Social
Loyal and Growing 600K+ Social Following

Video
The Top Entertainment, Lifestyle and News Content

Influencer Network
Access and Relationships With Top AA Change Makers

Podcasts
Engaging the Community with Issues and Topics that Matter Most

Print
Lifestyle Magazine with 1MM Readers in 19 DMAs

Content Studios
State of the Art Production and Creative Solutions for Brands

Events
RIDE Signature Series Elevates the Community

Video
The Top Entertainment, Lifestyle and News Content
Print

Rolling Out evolved from print. We are not entertainment magazine; we are a community paper and a community brand. Though we still print 1 million copies weekly, we have also digitally changed.
RO Media Syndication & Partnerships

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

28M+
TOTAL UNIQUE USERS

30M+
TOTAL SOCIAL REACH
Digital & Video

Rolling Out wants to connect with you. If it's digital or programmatic, we have a solution. From digital display ads or video on our sites on our digital network which reaches over 33 million unique visits a month and growing.

Rolling Out can print, we can have digital display, digital video, digital takeover, digital, custom pages. We can create branded content.
Podcast

Rolling Out has a great facility in Atlanta, 15,000 square feet. It has both podcast studios as well as podcasters. Our audio solutions and our audio opportunities are growing.
ART

Social Influencers

Nina Chanel Abney, Artist  📱83k
Dana Scruggs, Photographer  📱43k
Hebru Brantley, Artist  📱185k
Social Media is growing for rolling out! Social Media is a growing area which can garner huge opportunities.
Agents & Strategies d.b.a Rolling Out is in compliance with both CCPA and Readiness for cookie-less future.

Rolling Out is creating our own private data lake. One of the reasons is we will get more opt-in on our hotel platform. For us, we understand that privacy is consideration. And we want to make sure that people are opting into our offerings, and we are complying,
Events

Rolling Out produce events every month: From our Leadership conference, RIDE, Peace & Purpose to Sunday Stories with noted authors. Rolling Out has something that will meet the need of clients. Sponsorship, client/product integration, and ad placement.
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 the 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.
Hotel

Hotel is rolling out's OTT channel. Hotel is a black cinematic experience that will rival many, because it'll serve the community. It'll serve those hopefuls, those individuals that really want those creators that need a voice. Those creatives that want will have real issues with real programming this speak to the individuals that love to create that digital universe.

Why the name hotel, because you've had an experience when you have gone to a hotel. Whether it's a graduation, a wedding, a marriage, a comedy central, you name it, it was literally something that you went to hotel to have that experience.

Hotel is our streaming community connection, brought to you streaming on all the platforms such as Firestick, Roku, and AppleTV. We will have over 2 million people signed up in the first nine months.
The rolling out brand is for your clients.

we're looking for Universal McCann clients such as: Accenture, Aetna, American Express, BMW, Coca-Cola, CVS, Enterprise Holdings, ExxonMobil, Fitbit, GoPro, Henkel, Johnson & Johnson, Levi Strauss & Co, Mattel and Spotify to buy into to Hotel.

Rolling Out is asking for an investment of $1 Million over 52 weeks. Clearly, there are huge branded opportunities, channel ownership, integration and content that's created. Those are charter advertisers pretty much exclusive, industry exclusive. So for us, we're looking for your clients who want to create with a black media company directly, clearly highlighting and understanding the value of hotel for a minimum of two years.

In addition, for all the other opportunities that we talked about in our brand portfolio, for events, we are open to discuss any opportunities from $50,000, $100,000, $250,000. In some cases when a client has $10,000 - $30,000 and something that is hot and need quick turn around, we are available.
Partnership Investment

Charter advertisers

Direct

Flight – August 1, 2021

MAGNA – NO

ORION - NO

Investment $1 million

Minimum investment $500,000
### PRINT MARKETS
**HOW WE DISTRIBUTE**

- Restaurants
- Clubs & Bars
- Grocery Stores
- Malls
- Book Stores
- Beauty & Barbershops
- Liquor Stores
- Gas Stations
- Fast Food Locations
- Convenience Stores
- Health Food Stores
- Banks & Credit Unions
- Hotels & Motels
- Museums
- Flea Markets
- Car Dealerships
- Pet Stores
- Health Clubs
- Libraries
- Billiard Rooms
- Shoe Shine Stands
- Government Buildings

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*Based on 2014/15 Nielsen local TV market universe*

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

1 MM WEEKLY READERS

20 DMA’S PUBLISHED IN 19 URBAN MARKETS
Thank You!

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