



rollingout

2025 MEDIA KIT



BLACK EXCELLENCE
BLACK AUDIENCE
BLACK OWNED

If it's on Rolling Out, it resonates with the Black community, including the brands and advertising partners that stand behind us!





COLLABORATION & AMPLIFICATION

We are a media partner ready to collaborate within a sponsorship or experience, utilizing our media capabilities to their fullest potential.

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

50 M Annual Social Reach
200 + Virtual & IRL Events
19 Print DMA's
100 K Email Subscribers

55% Female
45% Male
28 Median Age
95% AA

ROLLING OUT NETWORK

28 M Monthly Digital Reach

SOCIAL REACH



@ROLLINGOUT
342K



@ROLLINGOUT
147K



@ROLLING OUT
44K



@ROLLINGOUTTV ENT
147K

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.



EDITORIAL CALENDAR

MARCH

Women's History Month
Sister with Superpowers

APRIL

Creative Entrepreneur Class

MAY

Mother's Day
Design & Dialogue

JUNE

HOTEL Streaming
Channel Launch
My City, My Sound
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 & 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



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 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: Launched in June 2024

MOBILE APP

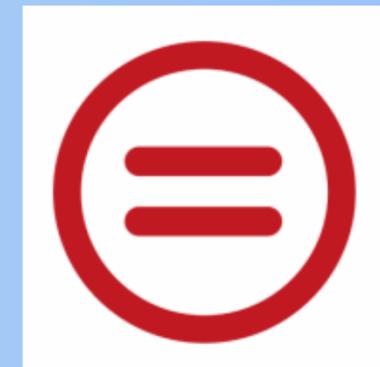
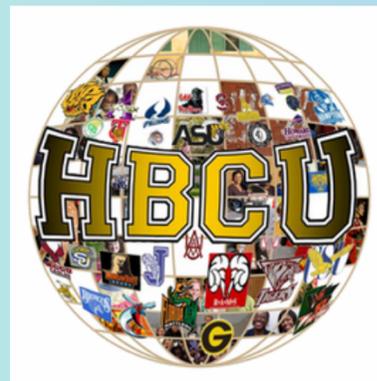
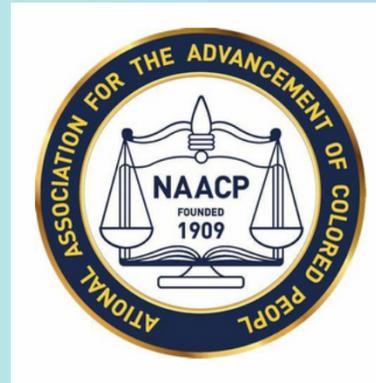
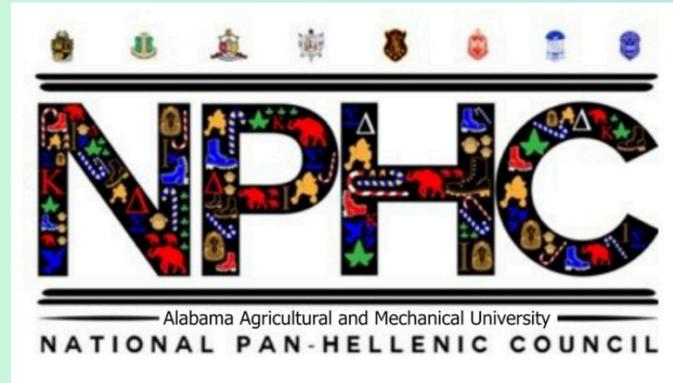
The entire Rolling Out platform is now accessible at your fingertips.

Our app empowers both users and businesses to post events, enabling direct, two-way communication with our user base while collecting valuable user data. This seamless interaction fosters a stronger community and more personalized user experiences.

By leveraging this app, we are poised to expand our reach and deepen our engagement with users, making our network more dynamic and responsive.



COMMUNITY CONNECTIONS





rollingout

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