



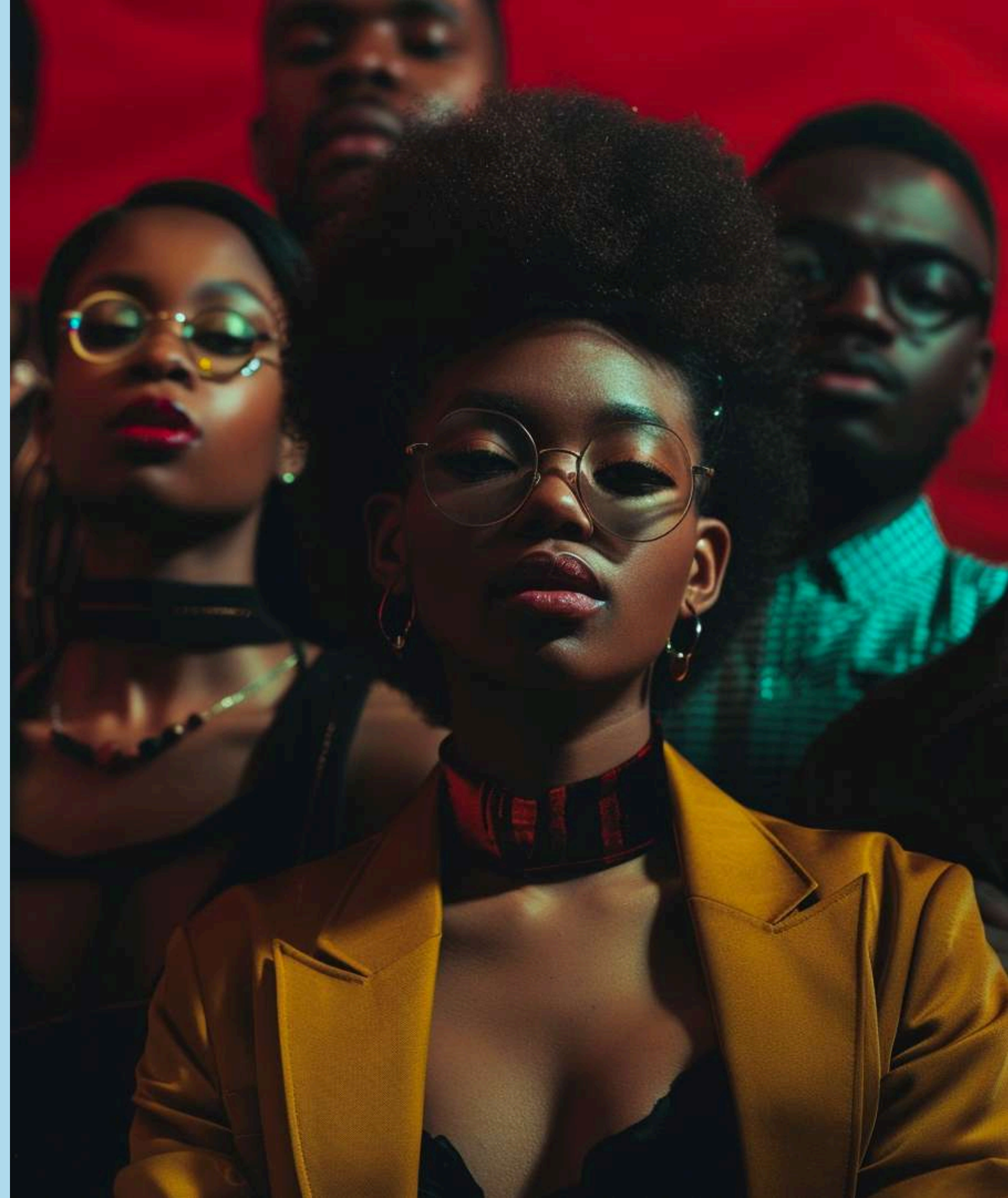
**rollingout**

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.

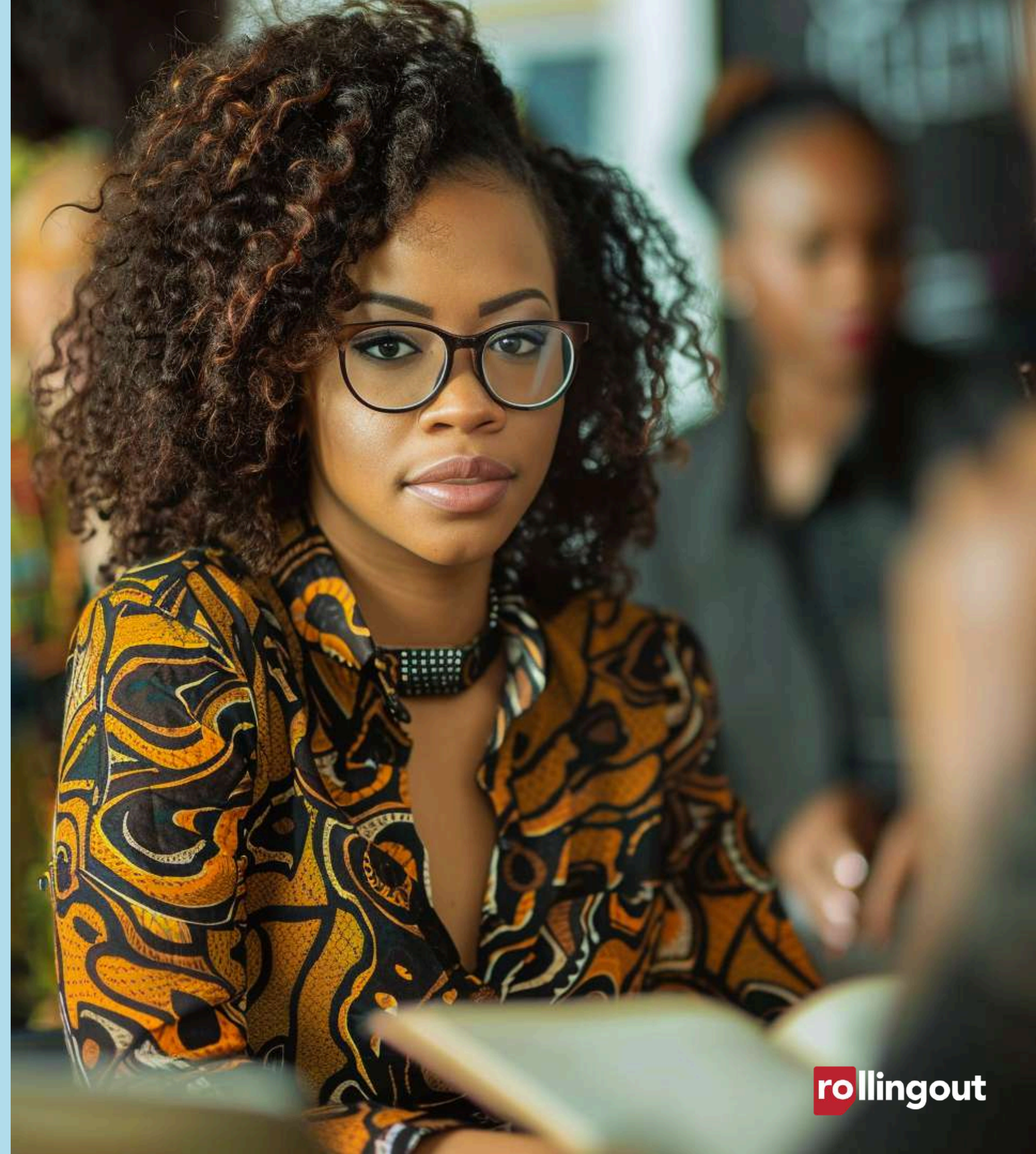
Rolling Out Provides talent, influencers, editorial and video that can be leveraged on RollingOut.com, OTT, social media channels, and corporate sites. Press releases, brand lift studies and engagement tactics to further expand audience reach.

# 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**



# MOBILE APP

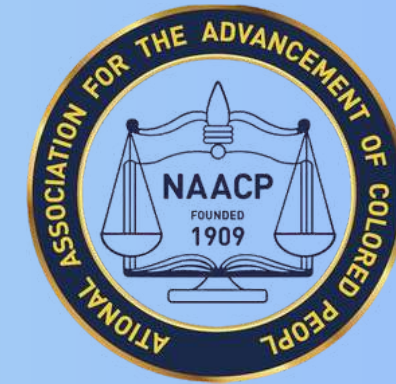
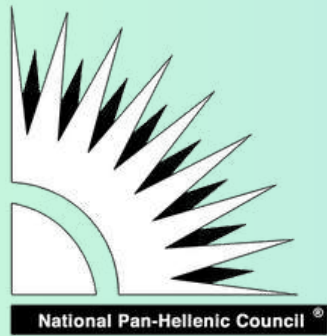
The entire Rolling Out platform is now accessible at your fingertips.

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



THE POWER OF INCLUSIVE LEADERSHIP





**rollingout**

**Let's talk!**

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