



rollingout

NEXT

25

CELEBRATING 25 YEARS OF ROLLING OUT

BLACK

If it carries the Rolling Out stamp, it resonates with Black culture. For 25 years, brands have trusted us because we've tapped into the voices, stories, and tastemakers shaping culture.

EXCELLENCE

Our legacy of authenticity and influence is tried and true, and we will forever remain a trusted platform where culture, community, and commerce connect.

BLACK AUDIENCE

BLACK OWNED

COLLABORATION & AMPLIFICATION

We're a media partner ready to collaborate and maximize our full media capabilities so your brand maximizes its full reach and potential.

Rolling Out brings the talent, influencers, editorial, and video content your brand needs to shine across high-engagement platforms like RollingOut.com, OTT, social media, and corporate sites. We also provide press releases, brand lift studies, and tailored strategies to expand audience reach.



OUR RETAILERS



Rolling Out is a community of **multi-hyphenate storytellers** who live and breathe the culture your brand needs to be tapped into.

We've emerged and thrived because there's a want for **authentic, uplifting representations of Black Culture.**

Our platform **inspires, informs, and empowers** cultural growth through knowledge-sharing and skill-building.

SHAPING

A man in a red jacket is shown from the chest up, with his hands raised in a gesture that resembles a 'stop' or 'hold up' sign. The image is overlaid with large, white, bold text that reads 'SHAPING' at the top, 'TOMORROW' in the center, and 'ROLLING OUT' on the right side. The man's face is partially obscured by the text. The background is dark, and the overall tone is red.

Rolling Out is a trusted platform where authenticity meets influence, and where culture, community, and commerce spark powerful connections. We're not just a media partner—we're your bridge to engaged, diverse audiences.

As storytellers who live and breathe culture, we exist because the world craves authentic narratives that inspire and ignite action. So, ask yourselves; "Am I ready to drive growth, spark conversation, and begin shaping tomorrow?"

ROLLING OUT NETWORK

28 Million Monthly Digital Reach

50M

Annual Social

200+

Virtual & IRL Events

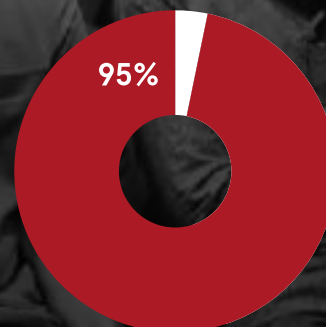
19

Print DMA's

100K

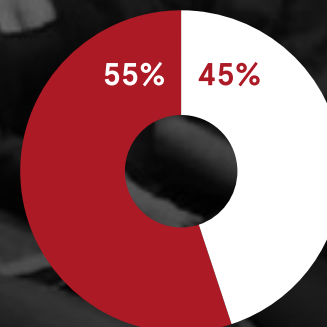
Email Subscribers

African
American



Ethnicity

Female



Gender

Male

28

Median Age



@ROLLINGOUT
342K



@ROLLING OUT
55.2K

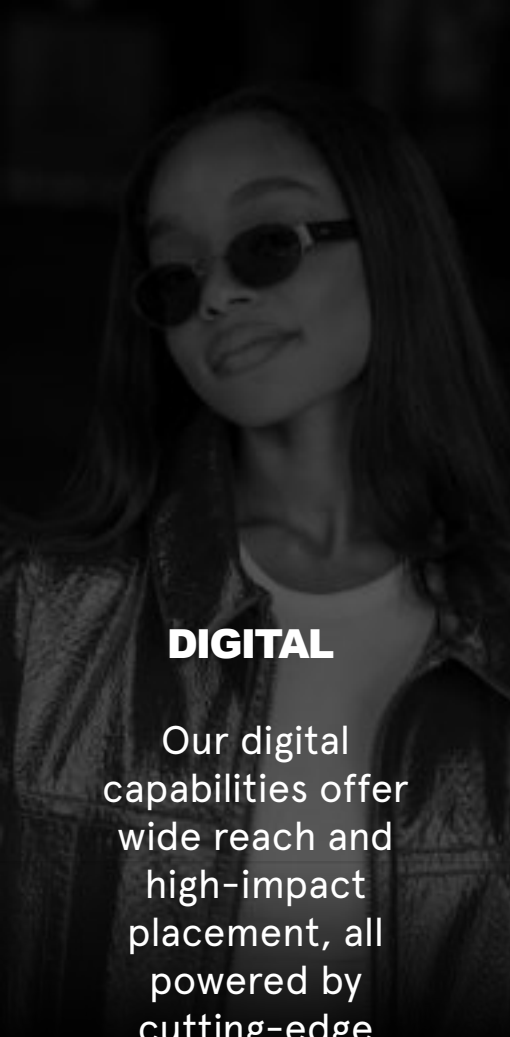


@ROLLINGOUT
150K+



@ROLLINGOUT_OFFICIAL
42K





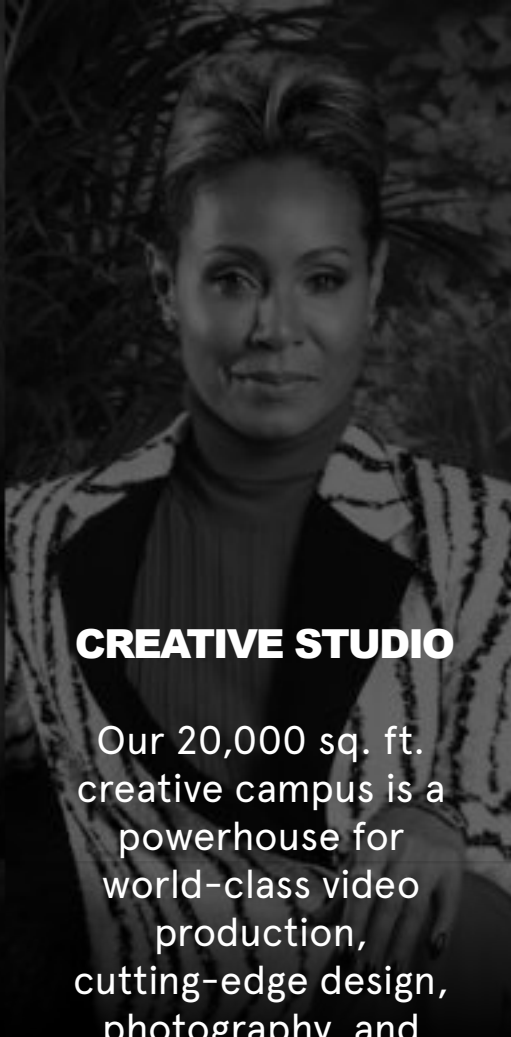
DIGITAL

Our digital capabilities offer wide reach and high-impact placement, all powered by cutting-edge content.



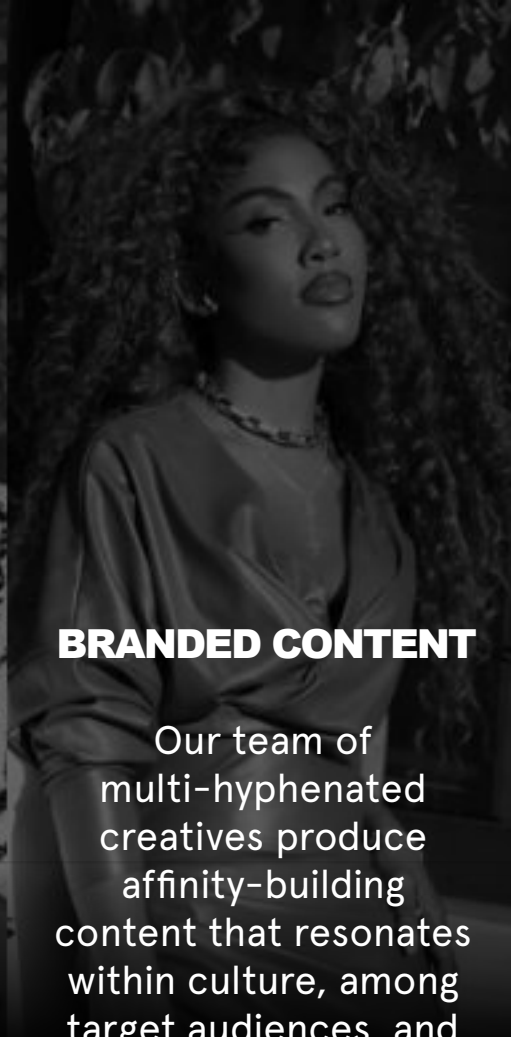
OTT

With over two decades of cultural cache, we curate industry-defining talent that generate impactful, engaging content for our brand partners and audiences.



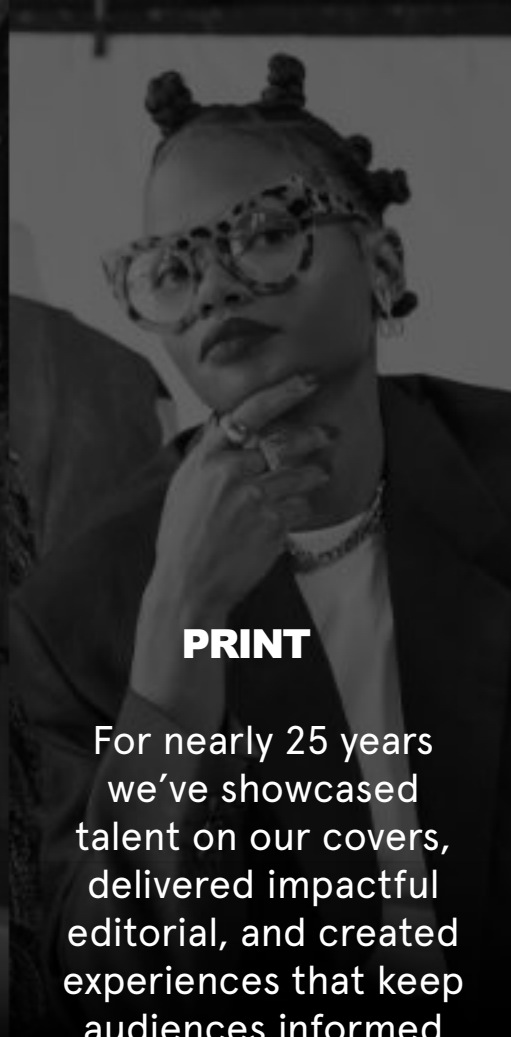
CREATIVE STUDIO

Our 20,000 sq. ft. creative campus is a powerhouse for world-class video production, cutting-edge design, photography, and podcasting.



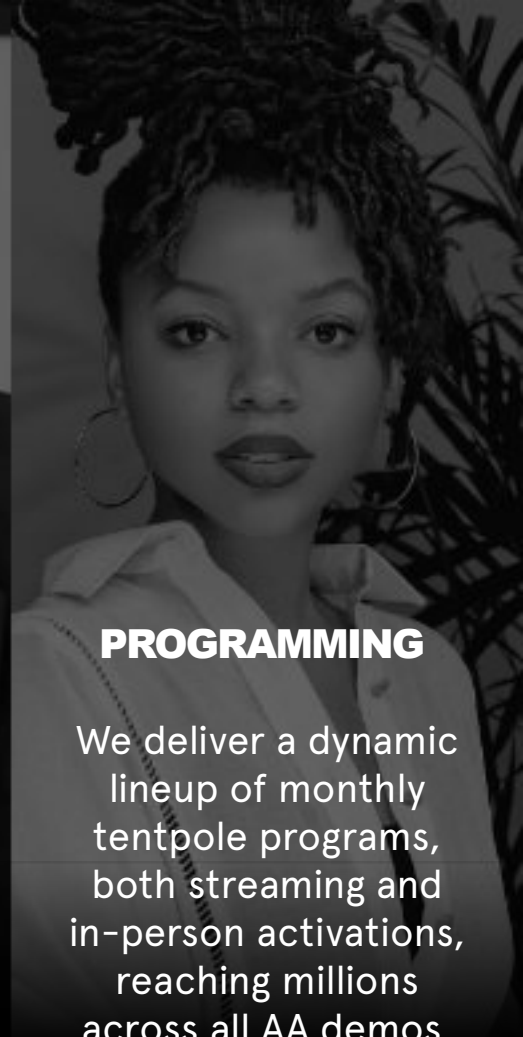
BRANDED CONTENT

Our team of multi-hyphenated creatives produce affinity-building content that resonates within culture, among target audiences, and across social platforms.



PRINT

For nearly 25 years we've showcased talent on our covers, delivered impactful editorial, and created experiences that keep audiences informed and engaged.



PROGRAMMING

We deliver a dynamic lineup of monthly tentpole programs, both streaming and in-person activations, reaching millions across all AA demos.

VERTICALS

EDITORIAL CALENDAR

MARCH

Women's History
Month
Sisters with
Superpowers

APRIL

RideCon
Passport

MAY

Mother's Day
Design & Dialogue

JUNE

My City, My Sound
Juneteenth
Black Music Month
Father's Day

JULY

Health IQ
Live Your Dare

AUGUST

Black Business Month
Success Sessions

SEPTEMBER

Fashion & Beauty
Star Studio

OCTOBER

Brand Creators
HBCU Homecoming

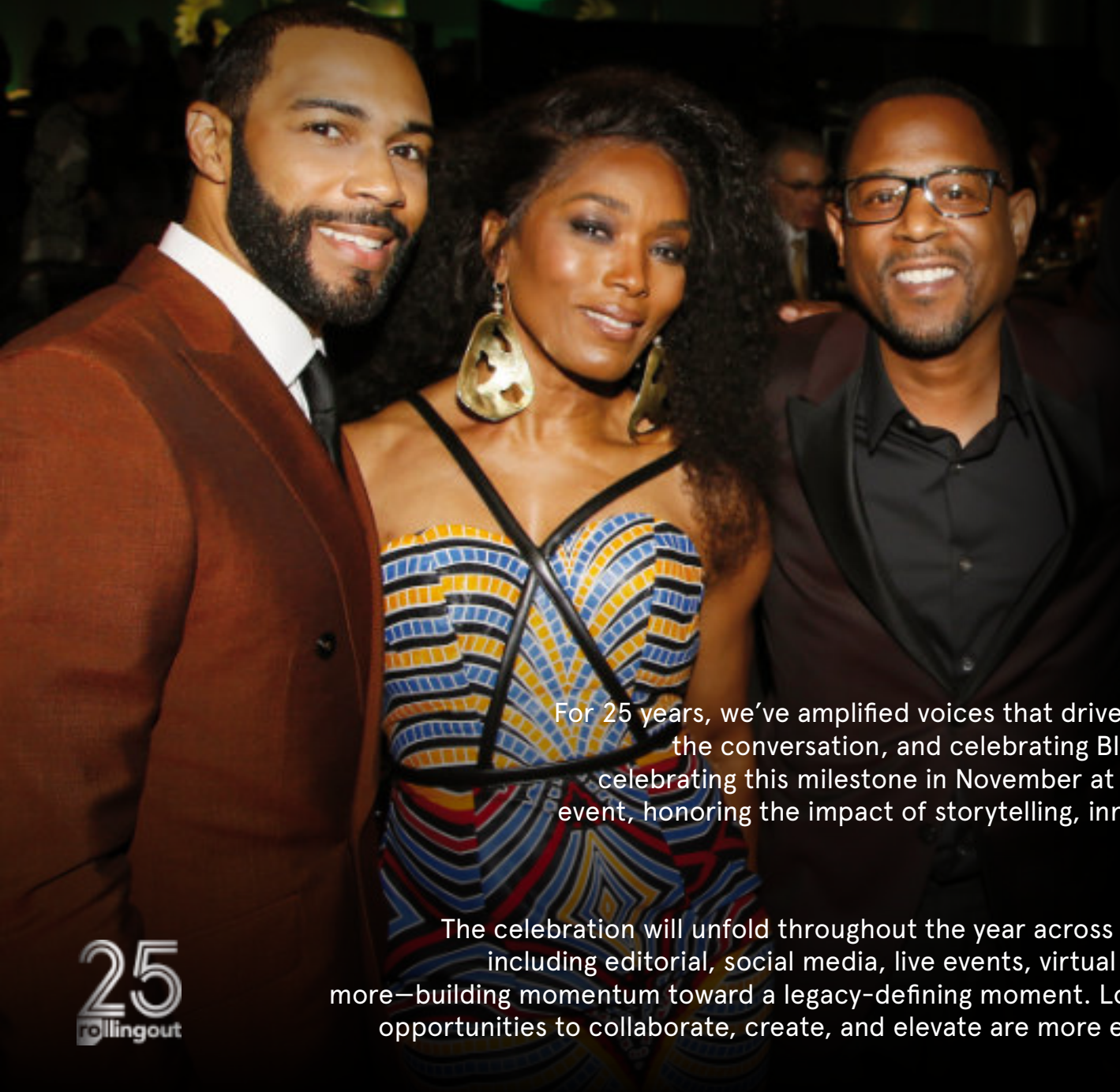
NOVEMBER

Rolling Out 25th
Anniversary
Thanksgiving

DECEMBER

Peace & Purpose
Holiday
Art Basel

*Be part of the legacy.
Be part of the future.
Let's connect.
Let's celebrate.*



For 25 years, we've amplified voices that drive culture forward, shaping the conversation, and celebrating Black excellence. Join us in celebrating this milestone in November at a black-tie, star-studded event, honoring the impact of storytelling, innovation, and community.

The celebration will unfold throughout the year across various channels, including editorial, social media, live events, virtual experiences, and more—building momentum toward a legacy-defining moment. Looking ahead, the opportunities to collaborate, create, and elevate are more exciting than ever.



ROLLING OUT CELEBRATES 25 YEARS OF CULTURAL IMPACT & INFLUENCE



BUSINESS



**HEALTH
& BEAUTY**



ENTERTAINMENT



**THOUGHT
LEADERSHIP**

ROLLING OUT PILLARS

A smiling Black man and woman are featured in a kitchen setting. The man, on the left, is bald with a short beard and is wearing a green blazer over a light blue shirt. The woman, on the right, has long, dark, curly hair with yellow and orange beads and is wearing a white long-sleeved shirt. They are both smiling warmly at the camera. The background shows white kitchen cabinets and a light-colored tiled backsplash.

BUSINESS EXCHANGE

Our Business Exchange platform offers the Black community valuable insights on building and growing a business, as well as addressing the wealth gap through financial education and engagement. Our goal is to foster corporate and community partnerships that create opportunities for wealth-building, such as entrepreneurship, home ownership, investing, saving, estate planning, and more.

HOW IT COMES TO LIFE:

CEO to CEO Interviews

Editorial Profiles

Panel Interviews & Fireside Chats

Social Media Amplification

Newsletter & E-Blast Integration



rollingout HEALTH IQ

Health IQ is an integrated digital platform that uses editorial and video content to address critical healthcare issues impacting our communities. We connect the community with subject matter experts to facilitate dialogue about healthcare, medical advancements, and available treatment options.

HOW IT COMES TO LIFE:

- Custom Content Video
- Digital Cover Sponsorship
- Display and Mobile Media Amplification
- Pre-Roll on Rolling Out Live
- Social Amplification



STAR

S T U D I O

Rolling Out represents the new Black renaissance, reimagining the Black audience as creative, intentional, and inspired, with a rich historical foundation that includes scholarly insights and culturally significant entertainment from both national and international perspectives. We share the remarkable stories of those in the entertainment industry—both in front of the camera and behind the scenes, in a way that deeply resonate with those aspiring to follow in their footsteps.

HOW IT COMES TO LIFE:

Custom Content Video

Digital Cover Sponsorship

Display and Mobile Media Amplification

Pre-Roll on Rolling Out Live

Social Amplification



SUCCESS SESSIONS

Success Session is an engaging platform where successful entrepreneurs and CEOs share their expertise on business growth, trend forecasting, and technology. It covers topics such as team management, financial principles, and wealth-building, providing aspiring leaders with strategies for long-term success and business expansion.

HOW IT COMES TO LIFE:

Video Series — 1:1 Interview Style Form

Editorial

Social Media Amplification

Newsletter Inclusion



**SISTERS WITH
SUPERPOWERS**

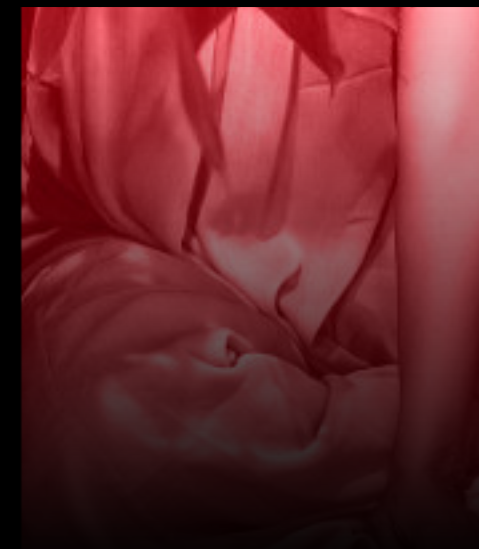
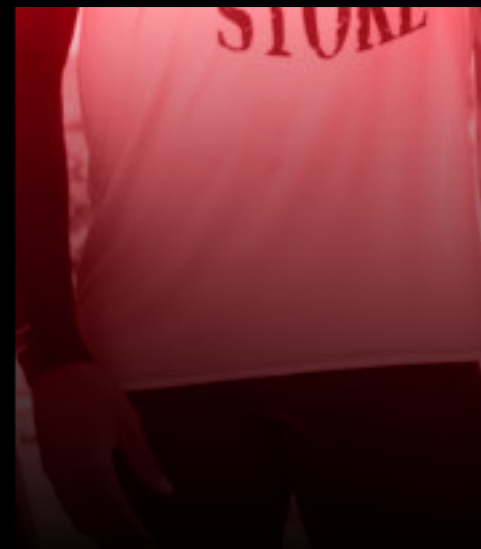
RIDE CON

**LIVE YOUR
DARE**

**PEACE &
PURPOSE**

PASSPORT

**MY CITY,
MY SOUND**



OUR TENTPOLES

Our pillars come to life through our tentpole events. We have customizable, turnkey solutions that engage culture across entertainment, business, health, fitness, technology, community, and more.



Sisters With Superpowers is a Rolling Out platform dedicated to celebrating the achievements of women from all walks of life. Our mission is to reach 500,000 women by 2025, with a message of agency. Each year, we honor 7 to 10 accomplished BIPOC women by inducting them into an exclusive sisterhood!

HOW IT COMES TO LIFE:

Sisters With Superpowers IRL event

Message of powerful sisterhood

(1) Brand rep to present and honoree award

On-stage brand message moment

On-site brand activation

(1) VIP table for 10

(1) Custom newsletter

Social amplification

Digital cover featuring brand talent



RIDE CON

RIDE Con is a business and technology conference aimed at providing African Americans in entrepreneurship and enterprise valuable tools, insights, information, and resources. It serves as a viable platform for skill set exchange, focusing on key areas of business entertainment, technology and thought-leadership.

HOW IT COMES TO LIFE:

- IRL event
- Panel discussions
- Break Out sessions
- On-site activation
- Rolling Out Live inclusion
- Display advertising
- Social amplification



Live Your Dare is an initiative that shares the stories of Black adventurers embracing outdoor exploration and living their ideal lifestyles. Our mission is to highlight what it means to live your best life and provide tools to help you live your dare.

HOW IT COMES TO LIFE:

How it comes to life:

Custom Content Video

Editorial Features

Digital Cover Sponsorship

Display and Mobile on Rolling Out Live

Social Amplification

Newsletter Inclusion



PEACE & PURPOSE.®

Peace & Purpose is the ideal reflective retreat for closing out one year while ushering in another. This space fosters holistic emotional and physical transformation. Our goal is to support the development of sustainable practices that guide individuals toward their dreams by encouraging self-reflection, establishing healthy habits, and embracing new environments that propel their goals forward, fostering continuous learning. Through this partnership, we will touch and engage at several intersections.

HOW IT COMES TO LIFE:

Pre-promotion

Rolling Out cover story, feature and editorial articles

IRL event

Virtual airing on Rolling Out Live

Social amplification

Newsletter/e-blast

Custom e-blast

Niche Talent



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PASSPORT

Our audience is highly engaged in both actual and aspirational travel, and Rolling Out will showcase exciting travel experiences on Rolling Out Live. We'll offer insights on global cultural events, accommodations, dining, travel tips, and more. By participating in both Rolling Out IRL and virtual events, they'll collect passport stamps, earning the chance to join us for our star-studded 25th Anniversary Celebration in November 2025.

HOW IT COMES TO LIFE:

Passport Stamp Collection at IRL and Virtual Events

Editorial Profiles

Custom Content

Display & Mobile Media on Rolling Out Live

Social Media

Newsletter Integration

Custom E-Blast

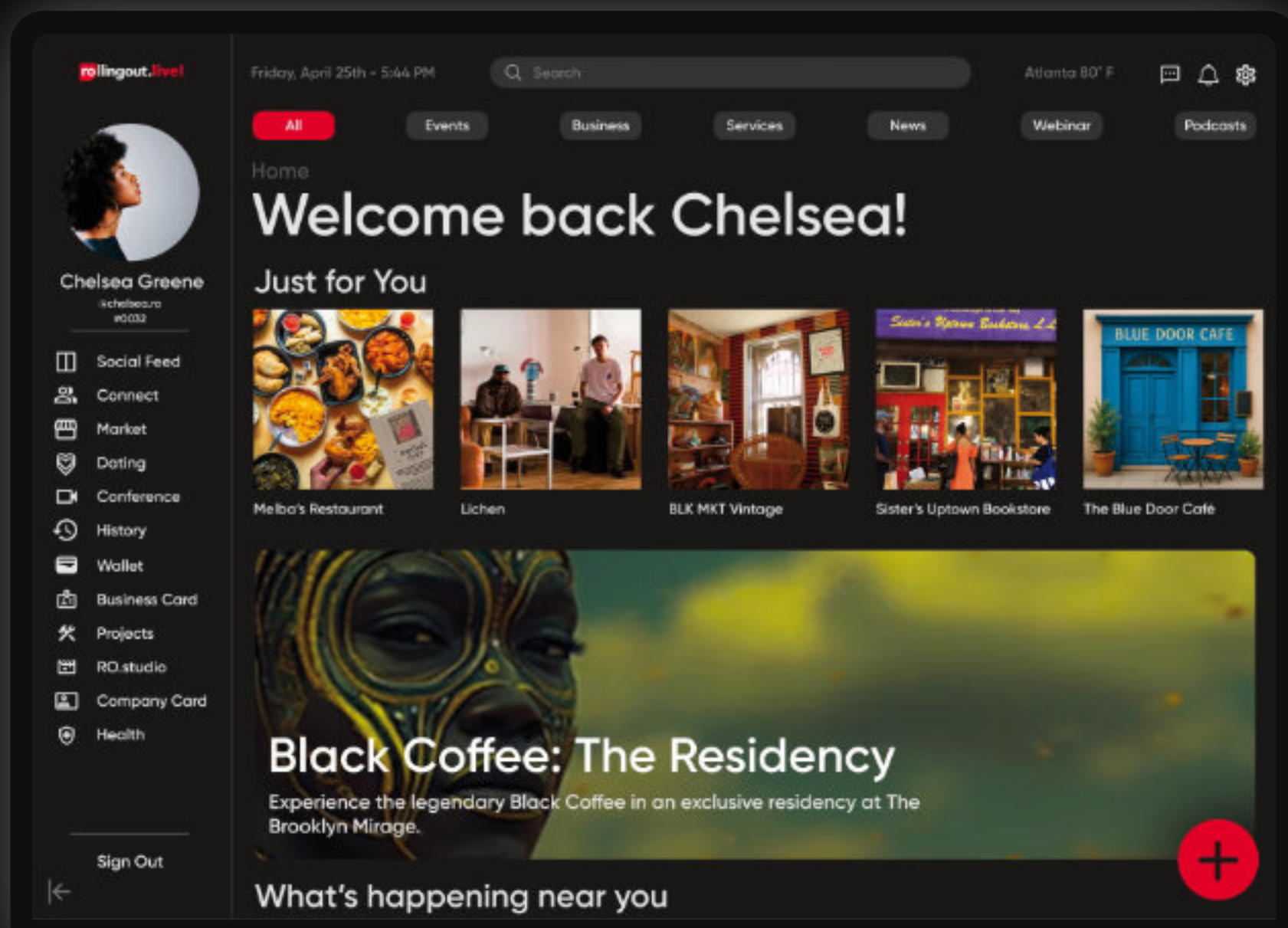


MY CITY MY SOUND

My City My Sound is an initiative that celebrates and nurtures the rich musical talents within the African American community. Through collaboration, education, and performance, we strive to create a dynamic platform for artists to share their unique voices and stories.

HOW IT COMES TO LIFE:

- Custom content
- Editorial profiles
- IRL music showcases
- Digital media on Rolling Out Live
- Social media amplification
- Newsletter inclusions
- Custom e-blast



rollingout.live!

Rolling Out is proud to introduce Rolling Out Live, a dynamic new app designed to revolutionize live and on-demand content streaming while empowering businesses and brands. More than just a media platform, Rolling Out Live is a tool for entrepreneurs and cultural leaders to expand their digital presence, connect with their audience, and drive engagement.

With Rolling Out Live, businesses can claim space on the platform to promote their brand, post events, invite customers, and even host seminars. This innovative feature transforms the app into a hub for entrepreneurship, community building, and brand storytelling.

For our brand partners, Rolling Out Live offers a powerful opportunity to take ownership of their cultural narratives while leveraging data-driven insights. The app's robust analytics provide key metrics to help brands better understand consumer interests, ultimately increasing revenue and engagement.



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Creative Studio

Rolling Out's Creative Studio is a game-changer for brand partners, offering a full-service creative powerhouse designed to elevate storytelling and audience engagement. With a 20,000-square-foot production space equipped for commercial-grade video, copywriting, audio, and AI-powered content, we provide brands with the tools to craft compelling narratives that drive impact.

Whether it's product launches, custom video sets, live-streaming, or talk shows, our studio is built to bring ideas to life at the highest level. More than just a production facility, Rolling Out's Creative Studio serves as a cultural hub where thought leaders, doctors, filmmakers, and marketers collaborate to create content that resonates deeply with the community.

Partnering with us means tapping into an ecosystem that not only produces premium content but also fosters meaningful connections that amplify brand reach and influence.

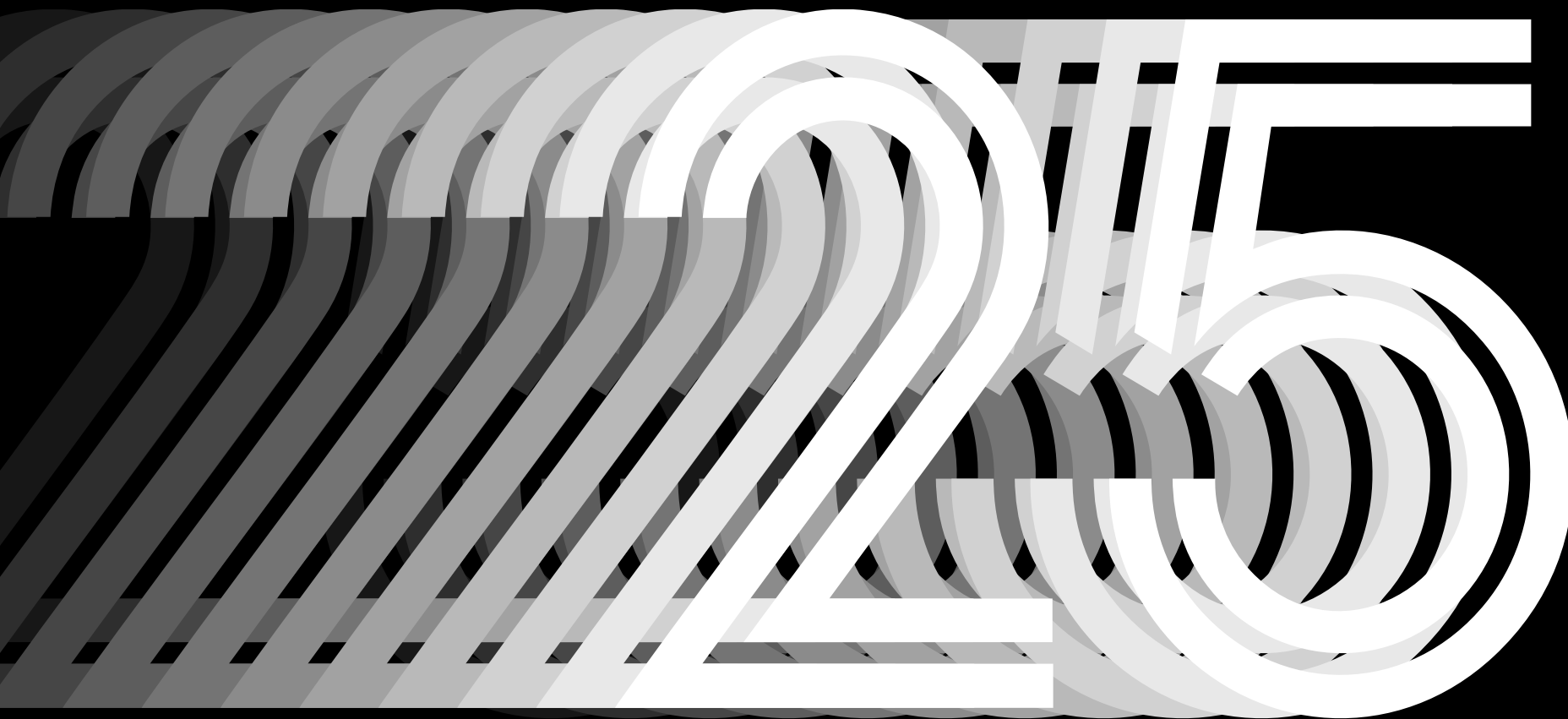


rollingout MUSIC

Rolling Out Music is a dynamic production studio specializing in creating high-quality, custom music for brand partners, including original content, jingles, and AI-generated audio.

With a talented team of producers, writers, and performers, Rolling Out Music crafts chart-topping sounds that resonate with audiences. Their expertise spans multiple genres, ensuring each project is tailored to a brand's unique voice and vision. Their work has been featured on prestigious platforms such as The Stellar Awards and the BET Soul Train Awards, showcasing their ability to deliver impactful and culturally relevant music for a variety of media and entertainment needs.

THE NEXT



In celebration of our 25th Anniversary, Rolling Out is hosting The Next 25, a creative capsule to celebrate its legacy of making space for designers, creatives, artists, and entrepreneurs who are shaping the future of Black commerce, through their work and products. Hosted in key cities—Atlanta, Chicago, New York, and Los Angeles—The Next 25 is a design movement that comes to life in the form of fine art, custom coffee table books, bespoke fragrances, furniture, and more.

In addition to the exclusive art and commerce collaborations, The Next 25 will feature performances, panel discussions, and immersive experiences. The Next 25 will launch in Q3 and leverage Rolling Out social, digital, and influencer channels to drive reach and exposure.

Thank You

