



rollingout

MEDIA KIT

2026



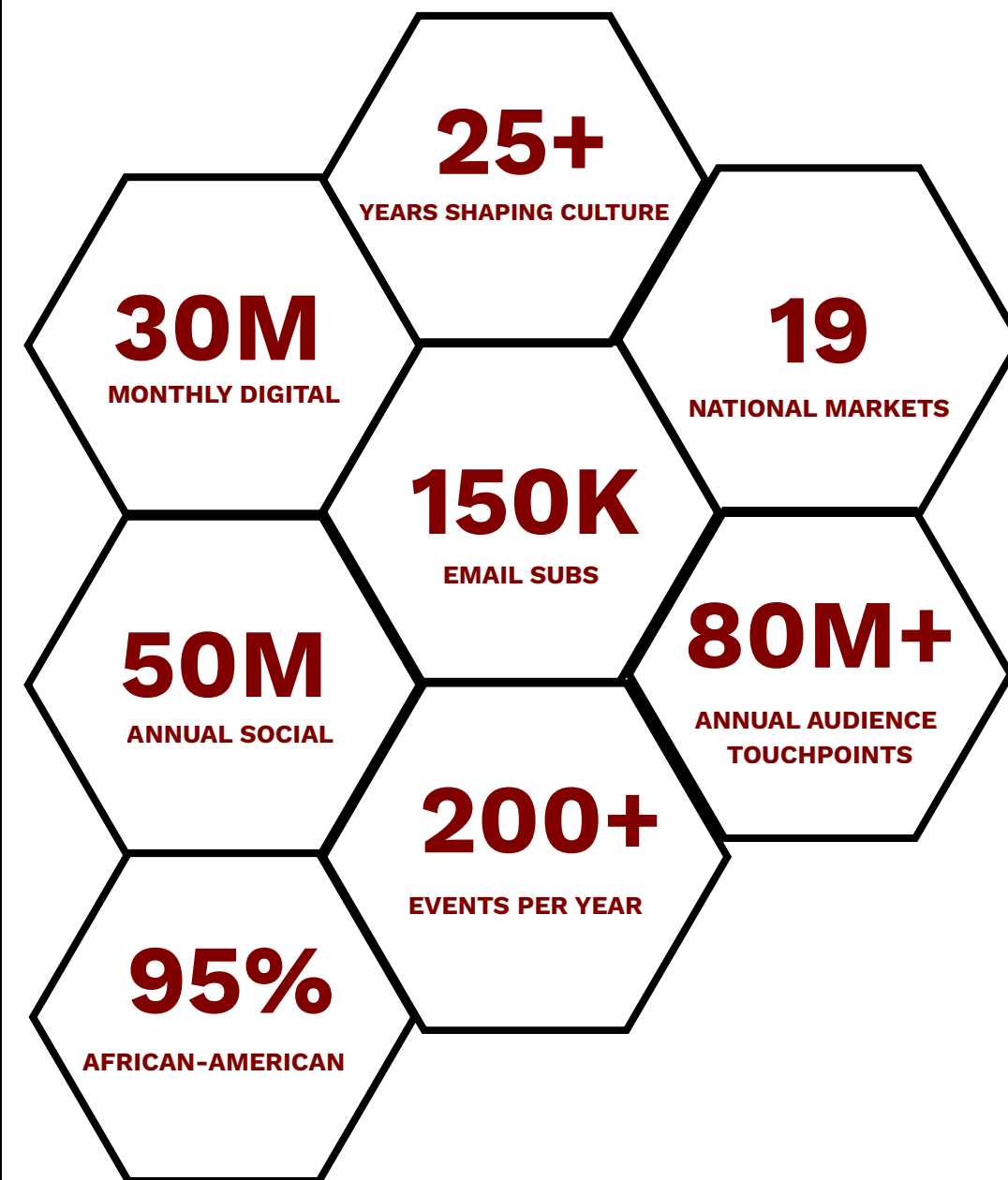
KOUNTRY WAYNE



**You may not
have heard of us.**

**You have felt our
work.**

A juggernaut in culture, happy to make your acquaintance. For twenty five years Rolling Out has authored the stories, moments, and tastemakers that move Black culture forward. We do not chase culture. We set it in motion.





Not a publisher. A culture company that operates as a creative partner.

Rolling Out brings the full creative stack a campaign needs and integrates into the way brands and agencies already work. We build the idea, produce the content, cast the influence, score the music, stage the moment, and distribute it across our own network. The whole loop, under one roof, rooted in real community trust.

POSITIONING

LETOYA LUCKETT

ro

ROLLING OUT 2026 MEDIA KIT

The Brands We Activate

For and with national brands, across our 19 markets.

The name on the wall is the endorsement.



WE KNOW OUR AUDIENCE



We don't just reach them. We know them.



25 years of first-party cultural data

Our archive is a living record of what this community trusts. It powers Telmi and every recommendation we make.



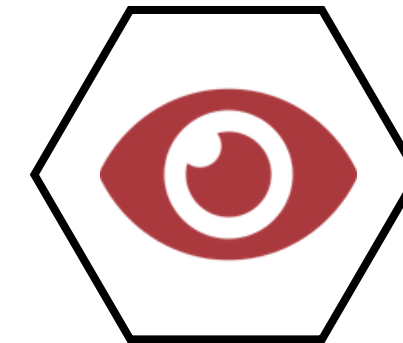
First-party targeting, owned stack

We target on our own data across 20+ DSPs and SSPs, verified brand safe by DoubleVerify, IAS, and MOAT.



Proven resonance

Engagement rates of 11.4, 9.6, and 7.1 percent on recent activations. We know what lands before we launch.



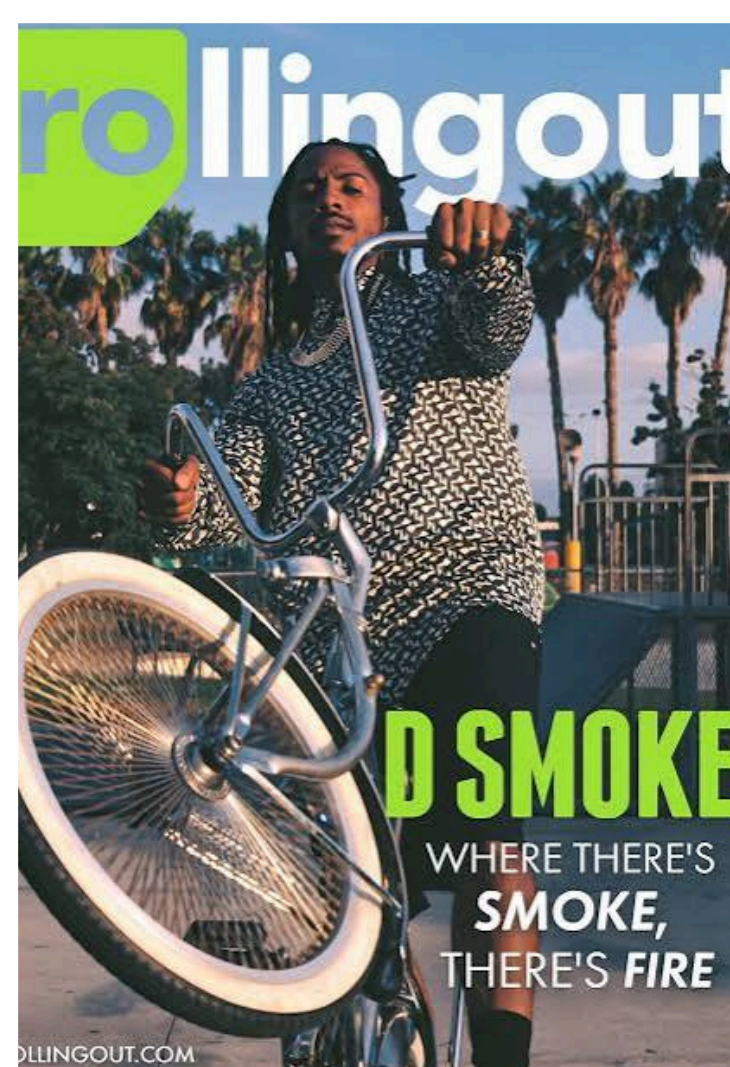
We see who is next

We touch talent while they are still growing, which is why the culturally astute watch us for validation.

**If it carries the Rolling Out stamp,
it resonates with Black culture.**

The Cover Experience

The Rolling Out cover is an experience, not a credit. A recurring, nationally sponsored platform that activates against young and exciting talent, with a sponsor lane already built in.





MARSAI MARTIN



The work behind the names

Named programs and real activations, for and with national brands.

INFLUENCER PROGRAM

TOYOTA Secured Grownish Star Marsai Martin to lead Toyota's HBCU NY Classic.

HBCU CAMPAIGN

IKEA Their first African American initiative, family and students across HBCUs and PWIs.

CULTURAL IMMERSION

LEXUS Live You Dare program highlighting travel and adventure influencers for the launch of the Lexus GX.

MOMENTUM 360

McDonald's Youth, entrepreneurship, and professional development on our conference platform.

CUSTOM CONTENT

LOWE'S Original branded content produced in our studio.

HBCU ALUMNI

GENESIS Original video production the brand used in its own vehicle advertising, across platforms.

IKEA

HBCU BACK TO SCHOOL.
THEIR FIRST AFRICAN
AMERICAN INITIATIVE.

Built around family and
students returning to
HBCUs and PWIs.

Integrated across
parents and youth in
our 19 markets.

Anchored by our
institutional ties to
TMCF, UNCF, and HBCU
athletic conferences.

TOYA JOHNSON

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LEXUS

LIVE YOUR DARE

Outdoor sports enthusiasts who claimed nontraditional spaces were selected to lead the Lexus GX Launch.

The campaign garnered over 10,000,000 impressions and was included in Lexus' "Best In Class" partnership display.



CASE STUDY

NATE FLUELLEN



PROVEN ACTIVATIONS

DESS DIOR



Real moments, real results.

MY CITY MY SOUND

ZAYTOVEN

220
attendees

315K
impressions

7.1%
engagement
rate

HBCU ACTIVATION

**AVERY
SUNSHINE**

430
attendees

138K
impressions

9.6%
engagement
rate

COVER EXPERIENCE

**DESS
DIOR**

365
attendees

921K
impressions

11.4%
engagement
rate



Tentpoles built to sponsor

We are not just a marketing partner. These are cultural platforms a brand owns and activates

RECOMMENDED

MOMENTUM 360

The business and tech conference for innovators, entrepreneurs, and young professionals.

1ST TO MARKET BRAND OPPORTUNITY

SPONSORABLE

MIRROR MIRROR

Beauty and culture awards tour across five cities.

SPONSORABLE

ROLLING OUT MUSIC & STAR STUDIO

The music institution and entertainment creative set.

SPONSORABLE

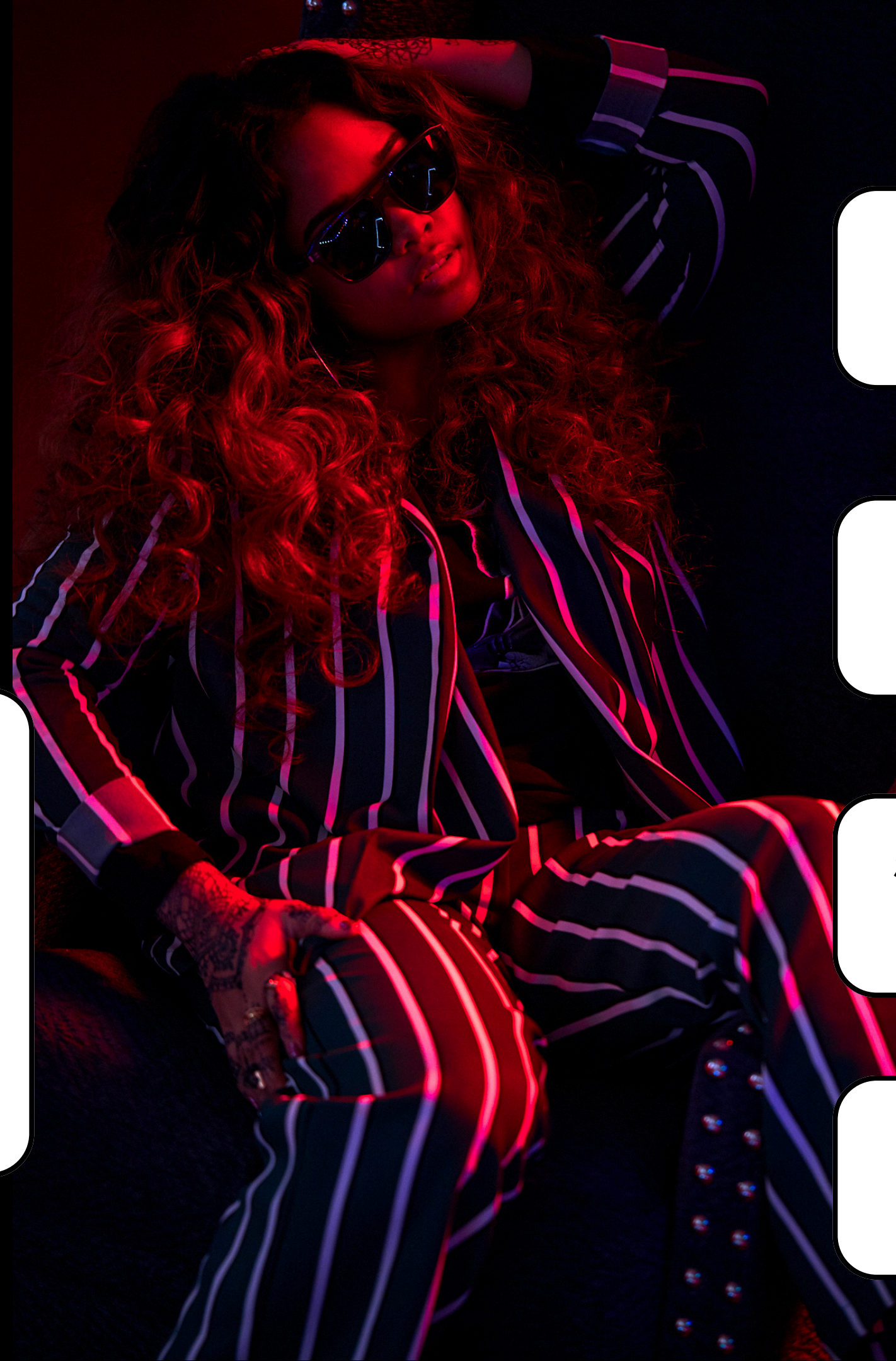
SISTERS WITH SUPERPOWERS

Honoring BIPOC women, reaching 500,000 a year.

SPONSORABLE

COVER CONVERSATIONS

360 cover integration featuring national talent



DESIGNED FOR THIS

TANK



Choose & Intergrate

01

Custom content series creation

02

Influencer and creator program at scale

03

DJ and music activation in marquee cities

04

A nationally sponsored Cover Experience

05

HBCU and community experiential

06

Programmatic capabilities

07

Product highlight and sampling integration

08

20,000 sq ft production studio

09

Retail and live event tie ins

The publisher built like an agency, with trust you cannot buy

ONE STOP SHOP

Concept, Creative, Talent, Media, Measurement

25 YEARS OF TRUST

Real community equity, earned over decades.

OWNED STUDIO & NETWORK

We produce and distribute, from set to screen.

TECHNOLOGY & COMMERCE

An app, a wallet, and programmatic we own outright.



THANK YOU

ROLL WITH US!

Rolling Out | 770 English Ave NW, Atlanta, GA | rollingout.com