



2023 editorial & events

ABOUT US!

ROLLINGOUT

Rolling Out is an African-American owned, multimedia, culture and creative company with a trusted and influential voice in the Black community. We develop contemporary content on topics of Lifestyle, Entertainment, Health & Wellness, Art, Design, Home, Beauty, Travel, and Business.

OUR UNIVERSE

Beyond our print, digital, and audio properties, *Rolling Out* has created a collection of monthly virtual programming that extends our ethos of community edification and elevation.

- From **Ride Con**, an ongoing virtual summit led by culture-shifting corporate executives and socially-disruptive entrepreneurs,
- To **Peace + Purpose**, a virtual health and wellness retreat teaching our audience how to create personal calm in a chaotic world.

Our virtual universe is the optimal space to integrate and promote your product, service, messaging and overarching business objectives.

AUDIENCE DEMOGRAPHICS



Gender Stats



Avg Age 28 | Avg Household Income \$68K

Audience Archetypes

- Business Owners
- Entrepreneurs
- Students
- Creatives
- Professionals
- Community individuals
- Corporate Execs
- Tech Junkies



Digital Advertising

PLACEMENT	UNIT	SPECS	NET CPM
ROS	LEADERBOARD, MEDIUM RECTANGLE, HALF PAGE	728X90, 300X250, 300X600	CPM \$17
ROS	VIDEO		CPM \$28

RICH MEDIA REQUIREMENTS

Lead Time 5 Business Days Prior To Testing
All Rich-Media Must Be 3rd Party Served
Expansion must be user initiated and close on mouse-off

GEO TARGETING CAPABILITIES

MOBILE AD PLACEMENT

PRINT SPECS	
Full Page	10"w x 12 ¾ h
2/3 Page	10" w x 8 ¼"h
Half Page	10"w x 6 ¼"h Horizontal 4 7/8" w x 12¾" h Vertical
1/3 Page	10"w x 4 1/8"h Horizontal 4 7/8"w x 8 ¼"h Vertical
¼ Page	10" w x 3 1/8" h Horizontal 4 7/8" x 6 ¼" h Vertical
Centerspread	21" w x 12.75"



GROSS DISPLAY ADVERTISING RATES Effective January 1, 2019

All rates gross/commissionable, and are stated per market / per insertion. Unless otherwise stated*, all rates based on B/W display. For any guaranteed single-page position (e.g., back cover, inside cover), add 25% to the B/W display rate; color charge see below. See below for centerspread rates.

atlanta baltimore bay area birmingham charlotte chicago cleveland dallas detroit houston los angeles
 memphis miami newark new orleans new york philadelphia st louis washington dc

AD SIZE	1x	4x	8x	13x	26x	52x	Mkts
Full page	5,979	5,379	5,082	4,783	4,365	4,124	1
10" x 12 3/4"	5,680	5,110	4,828	4,544	4,147	3,918	3
	5,396	4,855	4,587	4,317	3,939	3,722	6
	5,126	4,612	4,357	4,101	3,742	3,536	9
	4,870	4,381	4,139	3,896	3,555	3,359	14
	4,626	4,162	3,932	3,701	3,378	3,191	19
2/3 pg	4,544	4,088	3,861	3,635	3,317	3,135	1
vertical 6 1/4" x 12 3/4"	4,317	3,884	3,668	3,453	3,151	2,978	3
horizontal 10" x 8 1/4"	4,101	3,689	3,485	3,281	2,994	2,829	6
	3,896	3,505	3,310	3,117	2,844	2,688	9
	3,701	3,330	3,145	2,961	2,702	2,553	14
	3,516	3,163	2,988	2,813	2,567	2,426	19
1/2 pg	3,288	2,960	2,794	2,630	2,401	2,268	1
vertical 4 7/8" x 12 3/4"	3,124	2,812	2,654	2,499	2,281	2,155	3
horizontal 10" x 6 1/4"	2,967	2,671	2,522	2,374	2,167	2,047	6
	2,819	2,538	2,396	2,255	2,059	1,945	9
	2,678	2,411	2,276	2,142	1,956	1,847	14
	2,544	2,290	2,162	2,035	1,858	1,755	19
1/3 pg	2,356	2,120	2,002	1,883	1,718	1,626	1
vertical 3 1/4" x 12 3/4"	2,238	2,014	1,902	1,789	1,632	1,545	3
horizontal 10" x 4 1/8"	2,126	1,913	1,807	1,699	1,550	1,467	6
vertical 4 7/8" x 8 1/4"	2,020	1,818	1,716	1,614	1,473	1,394	9
	1,919	1,727	1,631	1,534	1,399	1,324	14
	1,823	1,640	1,549	1,457	1,329	1,258	19
1/4 pg	1,811	1,632	1,539	1,449	1,323	1,248	1
long vertical 2 1/4" x 12 3/4"	1,720	1,550	1,462	1,377	1,257	1,186	3
vertical 4 7/8" x 6 1/4"	1,634	1,473	1,389	1,308	1,194	1,126	6
horizontal 10" x 3 1/8"	1,553	1,399	1,320	1,242	1,134	1,070	9
	1,475	1,329	1,254	1,180	1,078	1,017	14
	1,401	1,263	1,191	1,121	1,024	966	19
Centerspread	16,159	14,659	13,916	13,169	12,123	11,521	1
(21" x 12.75")	15,351	13,926	13,220	12,511	11,517	10,945	3
includes color	14,583	13,230	12,559	11,885	10,941	10,398	6
	13,854	12,568	11,931	11,291	10,394	9,878	9
	13,162	11,940	11,335	10,726	9,874	9,384	14
	12,504	11,343	10,768	10,190	9,381	8,915	19

* Color: Add \$375 per market, per insertion for 4-color process ads (\$150 for spot color)

Customer Provided 1-4 page Inserts-Contact your sales representative for specifications. Price is per market

10,000	64/m	60/m	56/m	54/m	52/m	50/m
10,001 - 50,000	61/m	58/m	54/m	52/m	50/m	48/m
Over 50,000	56/m	54/m	52/m	50/m	48/m	46/m

* The minimum number of preprints accepted is 10,000 per market

Inserts thicker / heavier than a 4 page 80lb gloss sheet will be charged a premium.

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



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

Market	Weekly Circulation	Market	Weekly Circulation
Atlanta	62,797	Houston	57,510
Baltimore	52,638	Los Angeles	66,110
Bay Area	49,548	Memphis	34,920
Birmingham	33,723	Miami	48,035
Charlotte	46,676	New Orleans	27,285
Chicago	67,965	Newark	39,925
Cleveland	41,430	New York	78,915
Dallas	49,195	Philadelphia	49,970
Washington, DC	57,385	St. Louis	44,025
Minneapolis	32,050		
Detroit	61,030	TOTAL CIRCULATION	1,001,132

1MM
WEEKLY READERS

20 DMA'S
PUBLISHED IN 19 URBAN
MARKETS

*Based on 2014/15 Nielsen local TV market universe

MARKETING

MORNING SHOW

Join us on IG Live + Facebook Live during the Rolling Out Morning Show to talk about your brand.

SOCIAL

Brand presence and online activations via, Instagram, Facebook, and rollingout.com

NEWSLETTER

Extended messaging via our email database with over 10k emails.

COMMUNICATIONS

An official press release will go out before every event.

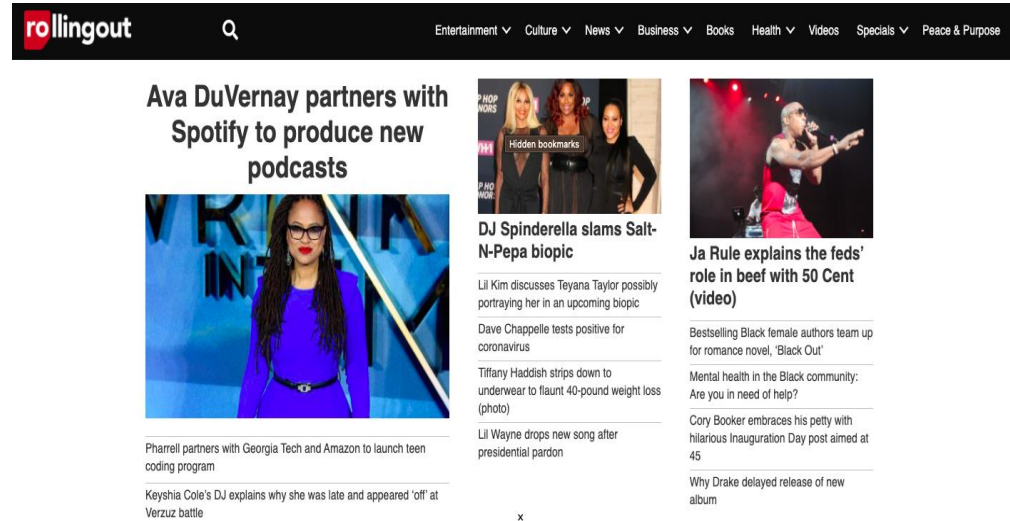


EDITORIAL INTEGRATION



ROLLING OUT

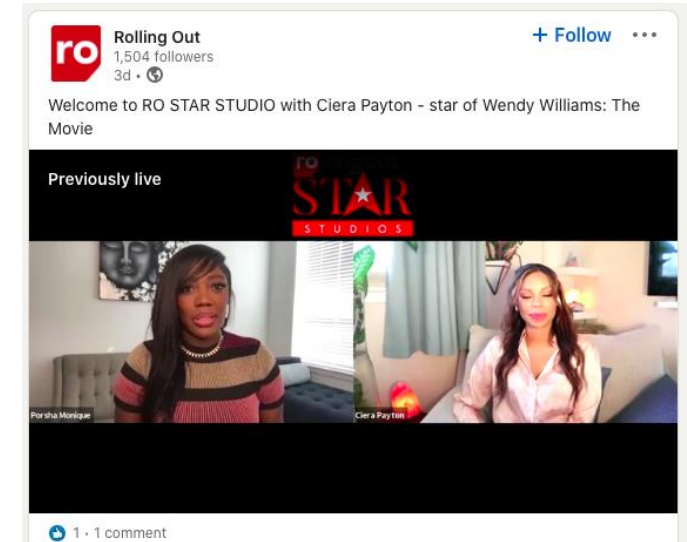
Through our multimedia platform---covers, podcasts , native advertising and more, integrate with our content for access to our audience of 500K+ audience.



ROLLINGOUT.COM

Our Editorial Placements Can:

- Brand yourself, your company or your site as an expert in your niche
- Support professionals in the industry with high-level, informative content
- Increase traffic to your website with the goal of converting readers to customers
- Increase awareness of your product or service



SOCIAL PLATFORMS

Sponsorship

There are opportunities for media partners to sponsor various site pages as well as Run Of Site.

The sponsorship will allow brands to content on such website pages as Business Exchange or other segmented rollingout.com pages. (the following is an example of our Health IQ current sponsorship)

In addition to site sponsorship, we will develop business and brand related content to impress upon on our audience the various offerings the brand has. Content will be created and published in *rolling out* and rollingout.com, published on a weekly basis.

Logo and page sponsorship \$10,000
3 month segment branding
150,000 display ads

The screenshot displays the Health IQ website interface. At the top right is the "HEALTH IQ" logo. Below it, a large featured article shows a portrait of Dr. Daphanie Taylor with the headline "Dr. Daphanie Taylor explains how breast cancer affects Black women disparately". To the right of this are two smaller article thumbnails: "ShaMiracle Rankin details her triumph over breast cancer" and "New York City declares racism a public health crisis". Below these is another article thumbnail: "Gov. Eric Adams launches Obamacare open-enrollment period for 2022".

The second part of the screenshot shows the "BE THE MATCH ATLANTA" logo. Below it is a grid of 12 content tiles, each with a video player and a headline:

- Why BeTheMatchAtL.org should be as well-known as Black Lives Matter
- NFL wide receiver Austin Carr shares why he joined Be The Match Registry®
- Increasing Black bone marrow donors is critical to saving lives
- Entrepreneur and cancer survivor Elise Smith needs you to help save her life
- Elise Smith asks Black community to join Be The Match® in fight to save lives
- Be The Match® takes on the sickle cell crisis
- 4 things Black people need to know about becoming a bone marrow donor
- Why is the need for Black bone marrow donors so urgent?

At the bottom of the grid, there is a partially visible tile with the text "Today is a great day" and a "Details" link.

Events

rolling out produces events every month: From our Leadership conference, RIDE, Sisters with Superpowers, Peace & Purpose to book clubs/Sunday Stories with noted authors. *rolling out* has something that will meet the need of your brand. Sponsorship, brand/product integration, and ad placement.

The following slides provide examples of monthly events. Our 8th annual RIDE conference is in September 2023. Sisters with Superpowers will be hosted in 10 markets starting April 2023. Call for detail on available markets.

Client/brand offerings:

- Branded Stages
- Branded videos
- Business/brand panel discussions
- Branded client editorials
- Display ads

Virtual Event Sponsorship starts at \$5,000 per event

RIDE CONFERENCE
DESIGN & DIALOGUE
LEARN TO DESIGN

- Buildings
- Businesses
- Boutiques
- Grants
- Start-Ups
- E-Commerce

MAY 21-22, 2021
REGISTER TODAY
[HTTPS://TINYURL.COM/DESIGNANDDIALOGUE](https://tinyurl.com/designanddialogue)

Learn how to design your
Business Brand Career Spiritual Life Health Fashion

rollingout BE THE MATCH Penguin Random House Seagrams escapes

APRIL 23-24 2021
CREATIVE CULTURE CLASS
Saturday April 24th at 10AM EST

DeJon Paul Founder/Editor in Chief
Rea Davis Music & Entertainment Journalist
Bryson Beam-Paul Creative Coordinator
A.R. Shaw Journalist

THE FUTURE OF BLACK MUSIC JOURNALISM

rollingout BE THE MATCH Penguin Random House Seagrams escapes RIDE

rollingout & SISTERS WITH SUPERPOWERS PRESENT:
Seagrams escapes
SIP HAPPINESS
KEEP IT COLORFUL
COCKTAILS & CONVERSATIONS

Bosses will discuss building a brand and thriving in business.

Cynthia Bailey ENTREPRENEUR, TV STAR
Monique Rodriguez CEO, MISSLE ORGANICS
Africa Miranda MODERATOR
Khadeen Ellis ACTRESS

FRIDAY, MARCH 26, 2021
7:00PM ET - 8:00PM ET
Register for this virtual event at <http://www.peaceandpurpose.co>

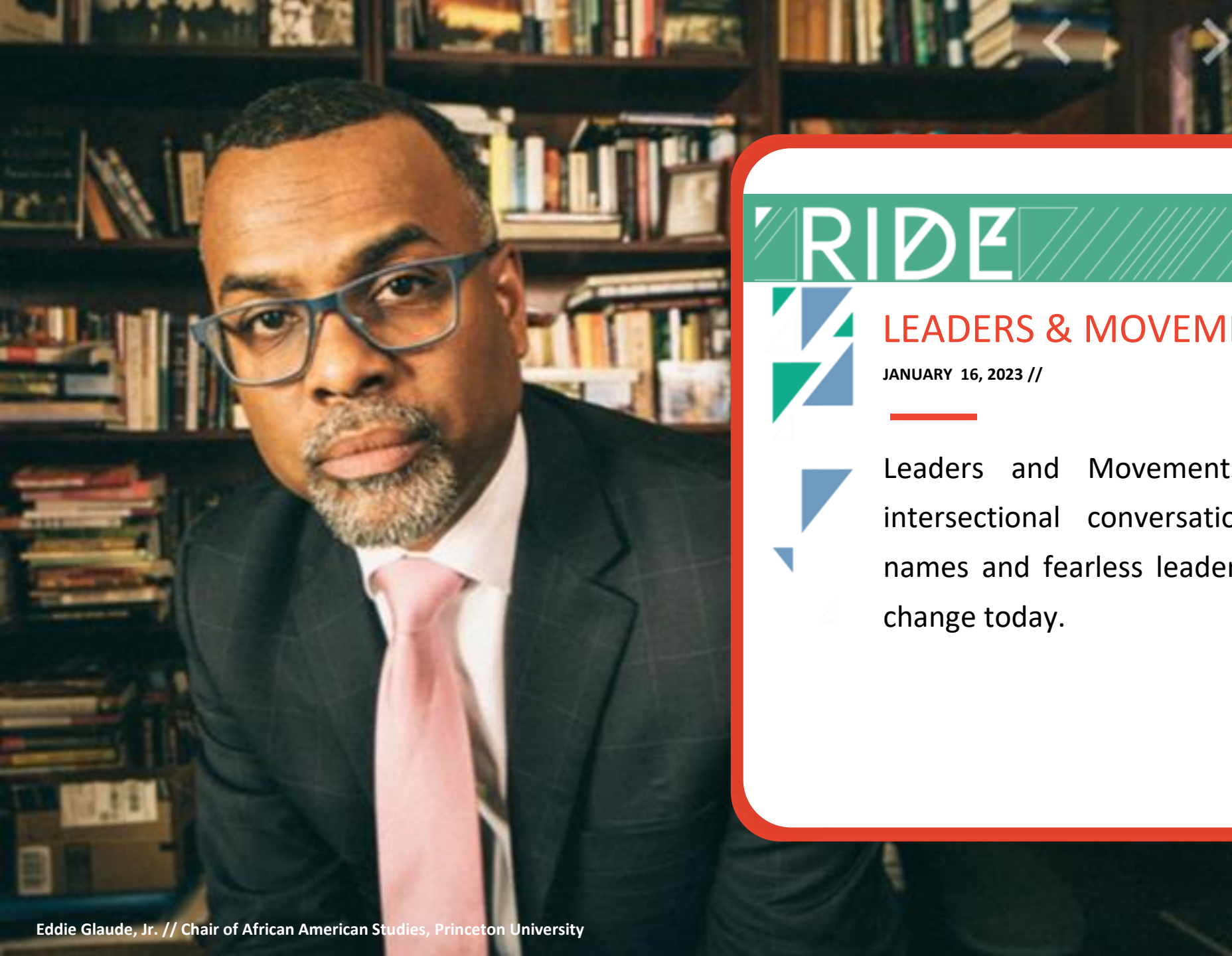
rollingout
Sisters with SUPERPOWERS March 26-27, 2021

During the conference, check out the panel
The Businesswoman Level Up From Leadership to Legacy

Register today at peaceandpurpose.co

ROBIN BEAMAN President, Beaman Incorporated
KELLY FAIR Executive Director, Reflections Foundation and the Published Peoples Girls Mentoring Program
PORTIA KING Host & Founder, Maven Muse
ELSIE CARDELL President & Owner, Results Sales & Marketing LLC
DEANNA McLEARY-SHERMAN Co-Founder, Executive Director, True Star Media & Foundation

Thank you to our sponsors: Penguin Random House, Seagrams, Lowe's



RIDE



LEADERS & MOVEMENTS

JANUARY 16, 2023 //



Leaders and Movements is a forum for intersectional conversations with the bold names and fearless leaders who are creating change today.



RIDE

BEST OF A GENERATION

FEBRUARY 24 – 25 2023 //

The celebration of Black History Month presents an opportunity to recognize the contributions made by a diverse and talented culture. It is in this spirit that Steed Media Group presents The Best of a Generation, a four-week branded campaign that celebrates achievers, pioneers, and game-changers

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Sisters With Superpowers

MARCH 24 – 25 2023 //

Sister with Superpowers allows us to honor women leaders from Wall Street to the community centers. These humans who have the power to change the world use it for the betterment of those inside our community. We salute her. We recognize her. We showcase her skill set and her love of community. Sisters with Superpowers along with our Peace & Purpose program will invite female panelists to discuss the power of their voices in multiple spaces.



RIDE



CREATIVE CLASS

APRIL 27 - 28 2023 //

The new Black Creative Class is emerging daily. Our workshops teach our audience how to define and distinguish their skillsets as well as establish personal agency over their creativity.



RIDE



DESIGN & DIALOG

MAY 19 – 20 2023 //

Design informs LIFE. We design our careers, just as city designs determine how we move. From sneakers to skyscrapers, everything is comprised of design. Let's talk about it.

Design & Dialogue is an opportunity to showcase the creativity and accomplishments of trendsetters from an array of business disciplines. Rolling Out allows the urban community to exchange dialogue with designers of urban experience.

The experience harnesses the rising aspirations of young and mature urban professionals who are dedicated to creating freeware experiences that benefit the seeker of positive distinction through design.



STAR STUDIO

JUNE 29 – 30 2023 //

Black life is the rhythm, melody, harmony, and beat of contemporary culture. We are music. Let's talk about it.

Star Studio provides viewers the opportunity to learn from individuals who have real experience in the entertainment industry. Panels will consist of industry professionals focused on acting, production, music, industry business, and comedy. Star Studio unlocks previously closed doors by making dynamic education accessible to everyone.

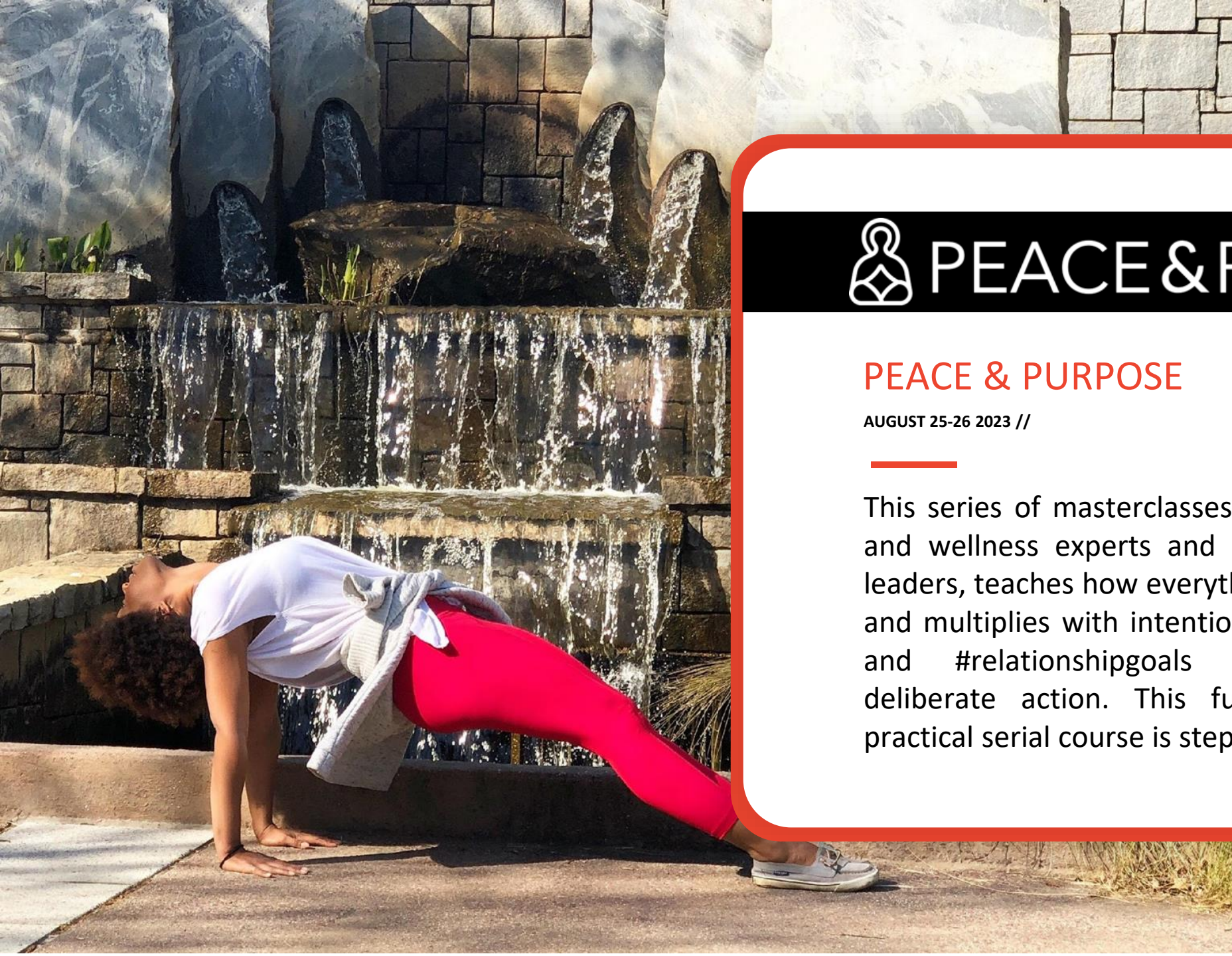


HEALTH IQ

JULY 28 – 29 2023 //

We guide you on that journey of self-help and self-care. Diet, exercise, and movement are all a part of your personal evolution.

Rolling Out's connection to the community allows us to support cultural health initiatives in ways that others cannot. HealthIQ is Rolling Out's integrated digital platform utilizing digital editorial and video series to tackle major healthcare issues facing our communities. We provide our community access to subject matter experts to dialogue about their healthcare, new medical advances, and medical care options.



PEACE & PURPOSE

AUGUST 25-26 2023 //

This series of masterclasses, led by top health and wellness experts and renowned spiritual leaders, teaches how everything starts, evolves, and multiplies with intentionality. #BeingaBoss and #relationshipgoals both necessitate deliberate action. This fully-immersive and practical serial course is step one.



RIDE



RIDECON'21

SEPTEMBER 22-23 2023 //

Rolling Out Innovative Digital Entertainment (RIDE) is an ongoing platform and resource designed to provide access to practical tools, insights, information and resources to African American leaders and professionals. It serves as a viable platform for skill set exchange with a focus on the areas of Business, Entertainment, Technology and Thought-Leadership.

The mission is to cultivate an environment that empowers the underserved community by creating hands-on educational content that is actionable, interactive, and can be applied immediately to capitalize on the wealth generating opportunities in technology.



STAR STUDIO

OCTOBER 27-28 2023 //

Star Studio is a virtual content hub where aspiring creatives can tap into the minds and transformative experience of creators who have pioneered unique spaces in Black Hollywood and beyond.

Star Studio provides viewers the opportunity to learn from individuals who have real experience in the entertainment industry. Panels will consist of industry professionals focused on acting, production, music, industry business, and comedy. Star Studio unlocks previously closed doors by making dynamic education accessible to everyone.



RIDE

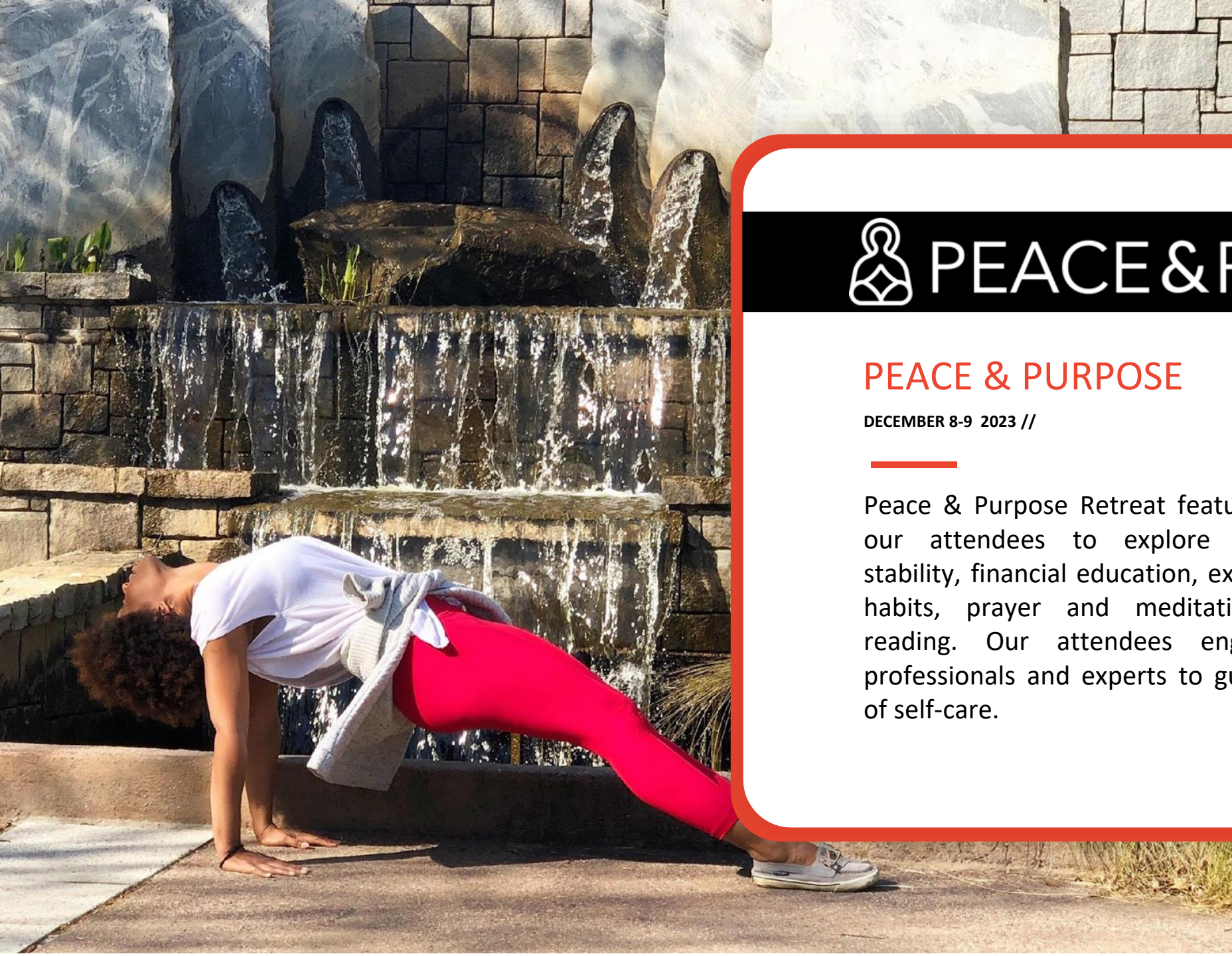


BOUNDLESS BROTHERS

NOVEMBER 17-18 2023 //



Boundless Brothers celebrates the talent, skill, productivity and potential of Black men. We are changing the narrative by allowing notable brothers to amplify their personal narratives .



PEACE & PURPOSE

DECEMBER 8-9 2023 //

Peace & Purpose Retreat features engagements for our attendees to explore including emotional stability, financial education, exercise, healthy eating habits, prayer and meditation, and devotional reading. Our attendees engage with industry professionals and experts to guide your exploration of self-care.

SOCIAL METRICS



INSTAGRAM

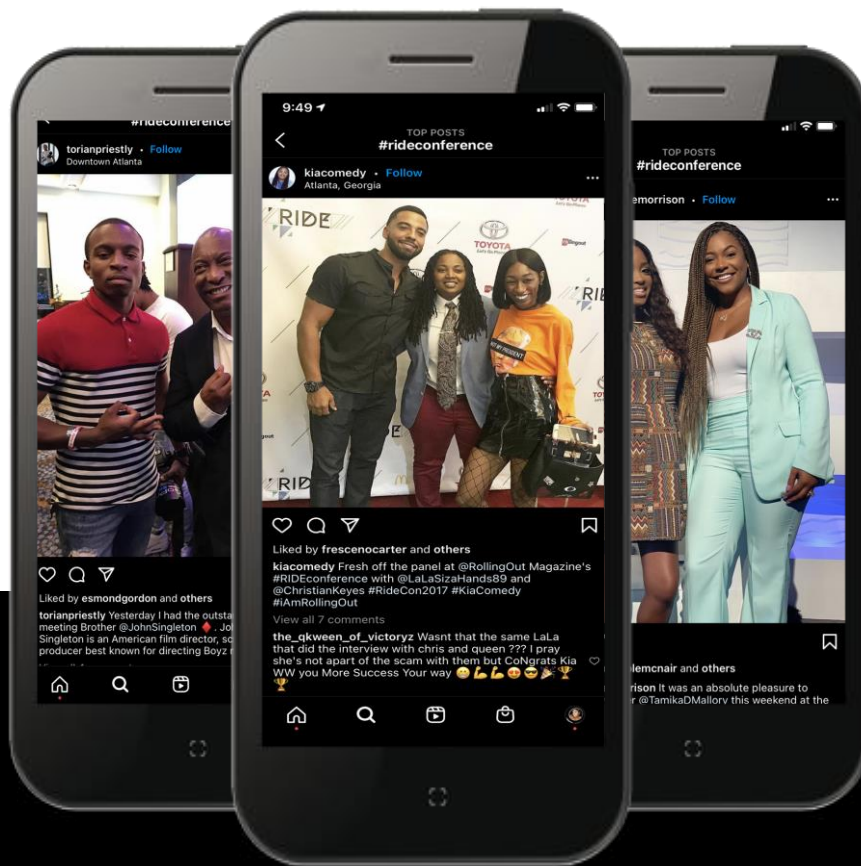
Followers: 133K
Reach: 2.08M
10.2M Impact
46k + Total Likes



YOUTUBE

Subscribers:30K

Weekly Email Reach:79K



TWITTER

Followers: 62K
Reach: 1.5M
4.4M Impact



FACEBOOK

Followers: 318K
Reach: 5.5M
12.4M Impact



Number are subject to change with the influx of our events. Project impressions/reach over 100M by Dec. 2021.

STRATEGIC MEDIA PARTNERSHIPS WITH PUBLISHING PARTNERS PROVIDING VIDEO, NATIVE AND AD SOLUTIONS ACROSS MOBILE, DESKTOP AND OVER 200 BLACK OWNED NEWSPAPERS AND THEIR SITES



Love B Scott

18M+

TOTAL UNIQUE USERS

7M+

TOTAL SOCIAL REACH

SPARROW

ATLANTA BLACK STAR

1-800-000-0000

info@sparrow.com

www.sparrow.com

PARTNERSHIPS

Partner with us.

We believe that partnerships are the key to excellence.

We know the Black Creative Class. We are the platform to launch integrated campaigns, branded content, and programming that pushes conversations and drives commerce and spending.

Our network of business, entertainment, and lifestyle stakeholders and influencers are ready to engage with your teams and ideate and create unique content customized for your brand.

Collaboration is more than an action for us; it's a core value.

Let's work together.

Capitalizing on our cultural capital, join our team of creators to amplify your messaging and product.

Thank You!

//

CONTACT:



EMAIL

sales@rollingout.com