

ALL TEA.

**NO
SHADE.**

...MAYBE JUST A LITTLE



THE SHADE ROOM

**WHO
WE
ARE**

Founded by Angelica Nwandu in 2014, **THE SHADE ROOM** is an outlet for honest opinions and breaking news on celebrities and pop culture. One of the leading outlets of entertainment news for African Americans, TSR combines investigative entertainment journalism (from its editors) with crowd-sourced journalism (from its readers) to run a 24/7 news outlet that exposes the truth about celebrities and world events in an engaging and relatable way. TSR reaches readers where they are: on Facebook, Instagram, Twitter, YouTube, as well as drives them to the site with its unique voice and approach. For that reason, over 7 million roommates call The Shade Room their digital home.

HONEST. ENGAGING. RELATABLE. CREDIBLE. 24/7.

THE NATION KNOWS
THE SHADE

TIME

TSR has become a burgeoning media empire, replete with its own tipsters, staff, and advertisers.
- **30 Most Influential People on the Internet**

March 2016

NBC NEWS

Our Founder was featured as one of 28 of the nation's most talented innovators and game changers.

February 2016

Forbes

[The Shade Room] has revolutionized Celebrity Gossip

January 2016

HELLO BEAUTIFUL

(TSR) has changed the blogging game and the way we consume news

September 2015

BuzzFeed

The Shade Room can be whatever it wants to be, it can move quickly, and it is a participant in the social media communities that it's also using for business.

December 2015

THE HUFFINGTON POST

The Shade Room is more than gossip. It's a community-based news source "where people can embrace their honest opinion."

June 2015

The New York Times

The Shade Room is flourishing in a time when media outlets are struggling to figure out their relationship to social media

April 2015

SOCIAL STATS



4.1 Million

Videos Reach Avg 500K to 1 Million Views

facebook

4.35 Million

twitter

79,000 +

YouTube

33,600 +

EMAIL SUBSCRIBERS

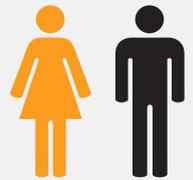
30,000 +

COMBINED DIGITAL FOLLOWING
OF 7 MILLION+

OVER 8 MILLION ROOMMATES IN ONE BIG ROOM

AUDIENCE

72% of Users are
Millennials
18-34



78% Female
22% Male

73% of Users are
African American

Source: Google Analytics, Jan 20151. comScore
Media Metrix, Multiplatform Report, Dec 2015.2

INCOME

50% HHI \$100K+²

With a 50% visitor return rate, it's safe to say that when new guests step into **THE SHADE ROOM**, they're here to stay.

Roommates are much more than gossip followers, they are a family of highly influential millennials who love entertainment news and the celebrities that they support eachday with their \$75-\$150K+ incomes.

THE SHADE ROOM

has quickly become a primary source in entertainment news for African Americans at every level of their life and careers. From Christie in South Carolina to Chris Brown in LA, we're bridging the gap between celebrities and their consumers.

WHAT OUR ROOMMATES LIKE

AFFINITY CATEGORIES²:

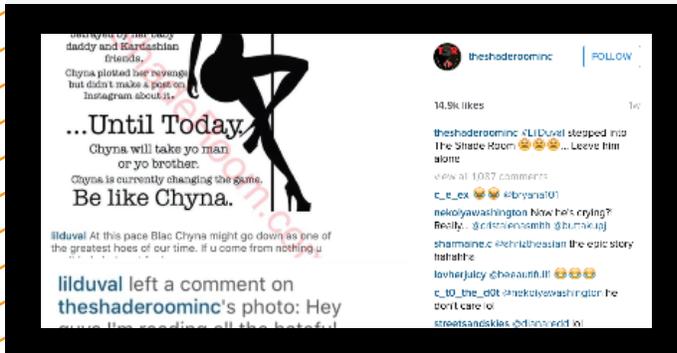
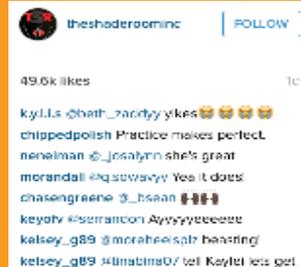
CELEB NEWS JUNKIES, MOVIE & MUSIC LOVERS,
AND TV-GAME, REALITY & TALK SHOW FANS

WHAT OUR ROOMMATES DO

Millions of roommates share their honest opinions about the celebrities and stories they love the most every week.

ENGAGE

Each TSR social post receives over 200 comments and tens of thousands of likes from our roommates. They are interested in a range of stories from **#tsrinspirations** to just being **#petty**. And that's who we are at core. People who engage with the world around us, detached from inauthenticity.



AMPLIFY

When there's celebrity news, you'd bet social circles are citing **THE SHADE ROOM** as a primary source of information. The Shade Room has become a household name to Black millennials who expose the truth about TSR—that we're everywhere. In phones, in homes, in mouths of roommates and celebrities alike. **That's who we are.**

INFLUENCE

With an average income of \$75-100K, roommates are not only prime targets for impressions—they're prime buyers. Consider this, our social media advertising for small businesses can sell out a store within 24 hours. **That's the power of influencer marketing.**



FAMOUS ROOMMATES

Some of our famous roommates include: The Kardashians, K. Michelle, Amber Rose, The Game, and the list goes on.

AD SPECS

REACH THEM
WHERE THEY ARE...
THEY'RE WAITING

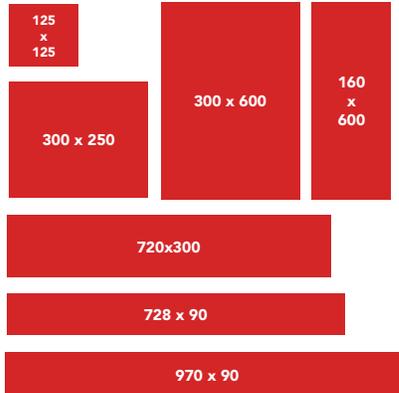
THE SHADE ROOM

advertising capabilities in a brand safe environment. Want to reach our audience in real time? Choose a social package. Want to reach them where they're reading? Try a social + web package. In any endeavor, we're capable of boosting your brand.

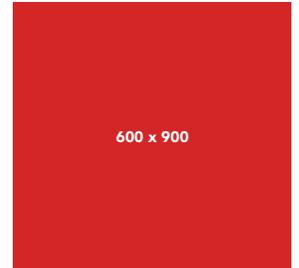
Newsletter Placement
Social Placement (FB/IG/Twitter)
Social Placement 2 (Website)
Branded/Native Content

*Prices and packages available upon request

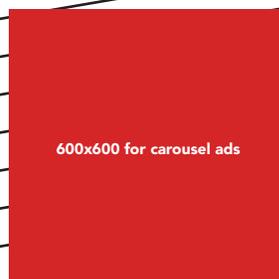
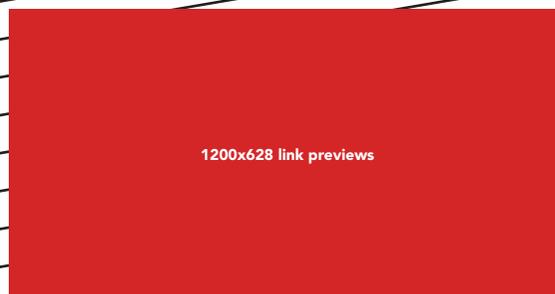
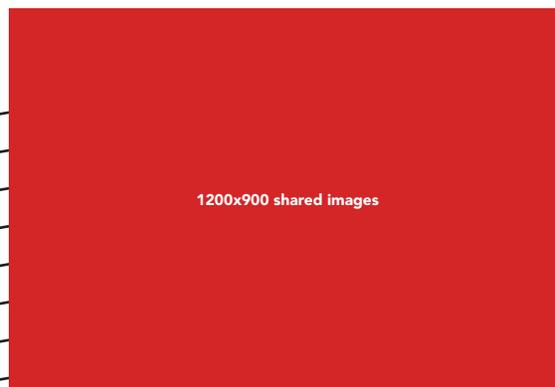
WEBSITE/NEWSLETTER



INSTAGRAM



FACEBOOK:



TWITTER



THEY'RE WAITING ON YOUR BRAND.
WE'RE READY TO WORK.



THE SHADE ROOM

CONTACT US:

ADS@THESHADEROOM.COM



www.theshaderoom.com