



Step Into
The Shade Room
Where Culture
Meets Scale



OUR BACKGROUND

Founded by Angelica Nwandu in 2014, The Shade Room has grown into a leading media powerhouse for breaking news and a trailblazer for reporting all things pop culture.

The Shade Room combines investigative entertainment journalism from our writers with crowdsourced journalism from our Roommates to operate a 24/7 news outlet. Our strong community of followers allows us to break away from traditional news delivery by reaching readers directly through their social networks.

TSR delivers instant, honest, and engaging news on an open forum that welcomes dialogue via The Shade Room website, Instagram, Facebook, Twitter, and YouTube.

TSR also doubled-down on its commitment to culture and generations by acquiring The Shade Room Teens, which is a Gen Z based entertainment and news platform. Combined, the original TSR and TSR Teens now fill a unique gap in news and entertainment tailored for diverse audiences.

National and International outlets have praised TSR for its scale, connection to culture, and innovation.

“Our site is about the culture – what’s going on, what’s happening, what’s worth talking about, the trends, the hashtags, the challenges...”

- Angelica Nwandu, Founder & CEO to Marie Claire

No wonder 30 million Roommates, and counting, are making it their digital home.



The Shade Room has revolutionized celebrity [entertainment news]...

FASTCOMPANY



The Shade Room is more than gossip. It’s a community-based news source. Where people can embrace their honest opinion,

THE HUFFPOST



TSR has become a burgeoning media empire, replete with its own tipsters, staff, and advertisers.

TIME

Also Featured In

 **NBC NEWS**

The New York Times

BuzzFeed

Forbes



OUR COMMUNITY

Since 2014, The Shade Room has quickly amassed a following of over 30 million across Instagram, Facebook, Twitter, YouTube, TikTok, Snapchat, The Shade Room website and more.

TSR has reigned as the 3rd most engaging platform Instagram as ranked by Storyclash.

In 2019, The Shade Room acquired The Shade Room Teens to increase its footprint in reaching diverse Gen Z audiences.

Here's a look inside our audience - The Roommates - who they are and what they like broken down by our brands and by platform



TSR Original Video Content Distributed Across All Social & Owned Platforms

2 Series Released
4+ Series in Production

Over 10 Million Views Across 6 Total Released Episodes

Over 3.5 Million Engagements Across 6 Total Released Episodes



21 Million Followers
Third Most Engaged Platform on IG Overall
4 Billion+ Impressions Per Month

Demographics

Age
29% of Users are 18-24
41% of Users are 25-41

Gender
61% Women
39% Men



2.4 Million Followers
18 Million Accounts Reached Per Month
119 Million Impressions Per Month

Demographics

Age
54% of users are 13-24 — 11% of users are 13-17
43% of users are 18-24

Gender
77% Women
23% Men



8 Million+ unique users reached per month
70 Million+ Impressions Per Month
5.1 Million+ Likes

Demographics

Age
20% of Users are 18-24
45% of Users are 25-34
22% of Users are 35-44

Gender
66% Women
34% Men

WEBSITE

3 Million+ Monthly Users | **7 Million+ Monthly Pageviews** | **100 Million Advertising Impressions**

Demographics

Age	Gender	Race	Income
72% of Users are Millennials 18-34	65% Women 35% Men	73% of Users are African American	50% of Users have a HHI of \$100K+



185,000 Subscribers



189,000 Followers



165,000 Followers



96,000 Subscribers



The Value of Our Roommates

Multiple times a day, millions of our Roommates share their honest opinions about the news and celebrities they love. Our Roommates' engagement, amplification and influence is paramount to sustaining the TSR community and our scale.

Brands That Have Partnered With Us

COVERGIRL



cricket
wireless



FOX

BET★



VH1

FASHION NOVA

shoedazzle*



❖ TIDAL



AT&T

CÎROC

And Many More...

Engage

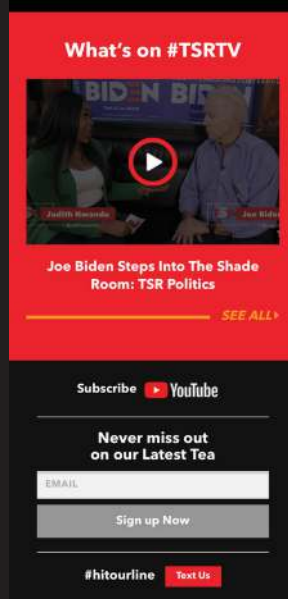
Each post on The Shade Room receives at least 3,000 comments. They are interested in a range of stories from #TSRMorningInspiration to #TSRBaeWatch, #TSRBishStoleMyLook, #TSRPolitics, and more. That's who we are at our core: people who engage with the world around us, detached from inauthenticity.

Amplify

TSR is the #3 most engaging platform on Instagram with millions of audience members across other channels. When there's entertainment and pop culture news, you'd bet social circles are citing TSR as a primary source of information. The Shade Room has become a household name to Black millennials & Gen-Z. In phones, in homes, in the mouths of roommates and celebrities alike we're there with entertaining content and news driven by our roommates.

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. Our entertainment, fashion and music brand clients have run campaigns that have amassed hundreds of millions of impressions and tens of millions of engagements.





Advertising Samples

EMAIL NEWSLETTERS



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REBEL AIRS TONIGHT AT 10ET / 9C on BET!



Hey Roommates!

Are you ready for this new show from BET and John Singleton (director of Boyz n the Hood, Poetic Justice, Baby Boy and much more)? **It air's tonight at 10 eastern.** Rebel features actors Danielle Moné, Method Man and more.

[Learn more about #REBELonBET / Check Out The Trailer](#)





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Demand [#JusticeForChikesia](#). Tell the Saraland, AL prosecutor:
End the cycle of police violence against Black women!

www.protectblackwomen.org



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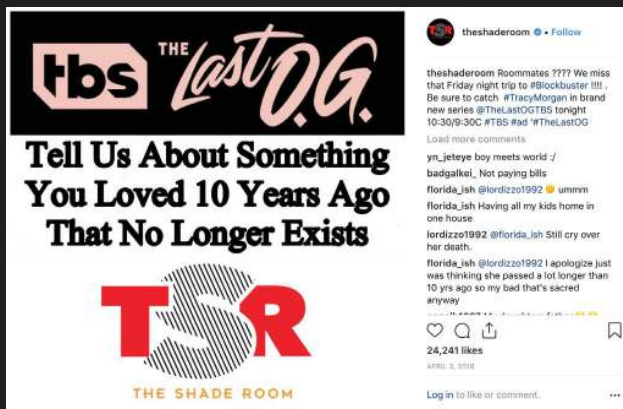
Hey Roommates,

The big day is finally here! Gucci Mane and Keyshia Ka'Oir are becoming the #Wopsters tonight and BET wants you to join in!

Don't miss the LIVE event tonight on BET at 10pm/9c. See you soon!



STEP INTO THE SHADE ROOM 



FACEBOOK POSTS

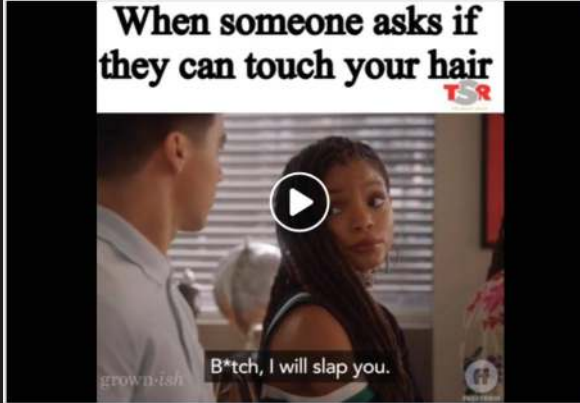


The Shade Room June 7, 2018 · 🌐

Y'all ready for GREATNESS? Watch *The Four* TONIGHT at 8/7c on FOX! #TheFOUR #ad

👍 21 4 Comments 4 Shares 6.3K Views

Share

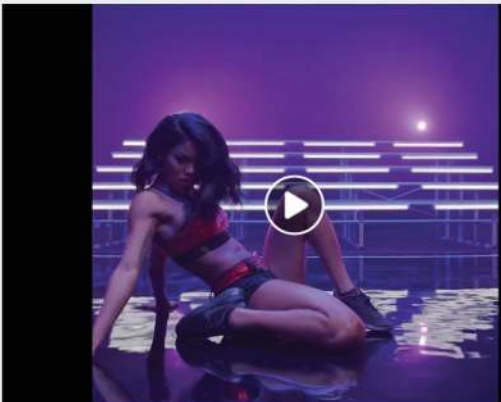


The Shade Room with Freeform. Paid Partnership · 🌐

#Roommates- Comment below if you agree 🙌 Catch a new episode of @grownish tonight at 8/7c on Freeform. #grownish #ad

👍 282 75 Comments 198 Shares

Share



The Shade Room July 9, 2018 · 🌐

GO OFF @TEYANATAYLOR! We are patiently waiting on the premiere of #HiTheFloor tomorrow on @BET at 10/9c! #ad

👍 502 269 Comments 153 Shares 51K Views

Share



The Shade Room June 5, 2018 · 🌐

Bonnet Chronicles Official will have you like 🙌🙌🙌. Get into the latest episode now with a free 90-day trial on TIDAL: TIDAL.com/BonnetChronicles #ad

👍 150 24 Comments 34 Shares 18K Views

Share

