



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,

IHUFFPOSTI



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



21.2 Million Followers

Third Most Engaged Platform on IG Overall

5 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
72% of Users are Millennials 18-34

Gender
65% Women
35% Men

Race
73% of Users are African American

Income
50% of Users have a HHI of \$100K+



193,000 Subscribers



262,000 Followers



165,000 Followers



93,000 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



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.

HOMEPAGE TAKEOVER (DESKTOP & MOBILE)

The desktop version features a grid layout. At the top, navigation links include 'Celeb News', 'World News', 'TSR Entertainment', and 'TSR TV'. The main content area is dominated by 'HIGH NOTE' segments, including a large featured article about 'JAMIE FOXX DEFENDS JIMMY FALLON AGAINST BLACKFACE BACKLASH FROM RESURFACED SNL SKETCH'. Other articles include '12-YEAR-OLD KEEDRON BRYANT GOES VIRAL WITH HEARTFELT SONG FOLLOWING MURDER OF GEORGE FLOYD' and 'GABRIELLE UNION OPENS UP ABOUT HER EXIT FROM 'AMERICA'S GOT TALENT''. A 'Latest Tea' section at the bottom provides quick updates on 'Former 'Love & Hip Hop Hollywood' Star Hazel-E Shows Off Massive Baby Bump As Her Due Date Nears', 'Actor Shameik Moore Faces Online Backlash Following Series Of Tweets Detailing How Black People Can Avoid Police Brutality', and 'Ice Cube Cancels His 'Good Morning America' Appearance In The Wake Of George Floyd's Death'. A 'More Tea' link is positioned at the bottom right.

The mobile version is a vertical stack. It starts with a 'HIGH NOTE' banner for the 'WORLD PREMIERE AT HOME ON DEMAND'. Below this is a large image of Megan Thee Stallion and Cardi B, with the headline 'Megan Thee Stallion Celebrates Her First No.1 On Billboard With 'Savage Remix''. A secondary 'HIGH NOTE' banner features 'JAMIE FOXX DEFENDS JIMMY FALLON AGAINST BLACKFACE BACKLASH FROM RESURFACED SNL SKETCH'. A 'More Tea' link is located below the second banner. At the bottom, there is a 'HIGH NOTE' banner for 'WORLD PREMIERE AT HOME ON DEMAND' and a 'WATCH NOW' button.

Never miss out on our Latest Tea

Subscribe YouTube

#hitoutline Text Us

#TSRRTV SEE ALL >

JOE BIDEN STEPS INTO THE SHADE ROOM: TSR POLITICS

SPOTIFY IS REPORTEDLY LAUNCHING ITS VERY OWN MUSIC AWARDS BASED OFF OF STREAMING DATA

TSR PRESENTS PETTY COURT EP 1: MY DATE CATHISHED ME!

TSR ENTERTAINMENT

FORMER 'LOVE & HIP HOP HOLLYWOOD' STAR HAZEL-E SHOWS OFF MASSIVE BABY BUMP AS HER DUE DATE NEARS

ACTOR SHAMEIK MOORE FACES ONLINE BACKLASH FOLLOWING SERIES OF TWEETS DETAILING HOW BLACK PEOPLE CAN AVOID POLICE BRUTALITY

'NEXT 'VERZU' MATCHUP TO FEATURE GOSPEL LEGENDS KIRK FRANKLIN AND TRED HAMMOND

VIEW MORE >

What's on #TSRRTV

Joe Biden Steps Into The Shade Room: TSR Politics

SEE ALL >

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EMAIL NEWSLETTERS

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Latest News Celeb News World News Advertise

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](#)

View this email in your [browser](#)

Latest News Celeb News World News Advertise

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

www.protectblackwomen.org

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Latest News Celeb News World News Advertise

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!

NEW SERIES TONIGHT 10/9c BET #TheWopsters

STEP INTO THE SHADE ROOM

INSTAGRAM POST ADS

#TSRBeauty: COVERGIRL Launched Full Spectrum, An Entire Collection For Women Of Color

theshaderoom • Follow
Paid partnership with netflix

theshaderoom #TSRBeauty: @Revon and Justine have been raising the bar on relationship goals since day 1! Catch them in the new scripted series, All About The Washingtons. Streaming now, only on Netflix! #ad #StrongBlackLead

Load more comments

itzmissambur @rosse.1 i believe and receive that. Amen!! 🙌

mrichwja They are so cute.

ladyrai09

il_daydream_ji @stylishkidi omg my girl kiana 🥰

brenze_rose532 @moccasinpeace he was the cleanest man i knew in '05

stvlene now The show is actually oooof

105,660 likes

AUGUST 18, 2018

Log in to like or comment.

#TSRBeauty: COVERGIRL Launched Full Spectrum, An Entire Collection For Women Of Color

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Paid partnership with netflix

theshaderoom #TSRBeauty: #Roommates, last year #COVERGIRL announced that all their products are certified cruelty free, could it get any better? The answer is YES! Now @COVERGIRL has introduced a new collection, #FullSpectrum and it's for the culture #Roommates! It's an entire new line of products inspired by and for women of color. The products address the skin and color needs for all multicultural women!

The collection brings out truest tones with an extensive selection of shades, super rich pigments that pop, and bold and hydrating shades that help showcase your own unique expression and all for a

81,966 likes

JANUARY 22

Log in to like or comment.

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Paid partnership with foxtv

theshaderoom @theoriginalbigdaddy said it best, #Roommates! These new seasons of @EmpireFox and @Starz are 🥰. Get ready for the season premieres TONIGHT starting at 8/7c on FOX! #Empire #Starz #ad

Load more comments

chiraq_caez @theoriginalbigdaddy did u give @buckspoppington his 2 Milly that's the real?

rid_bsmom @whosisright that's all i could think of.

inspired. Why... why is that his handle.

cheri.sh Let me tell you something Leo danalis @theoriginalbigdaddy... Cookie Lyon, Andre Lyon, Jamal Lyon, or Hakeem Lyon better not be in that casket 🙌

della_v1 POWER is better, sorry 🙌

325,900 views

SEPTEMBER 26, 2018

Log in to like or comment.

theshaderoom • Follow
Paid partnership with fearfactor

theshaderoom #Roommates, @Ludacris is making the new season of #FearFactor the Season from Hell! We gotta see this! Catch all new episodes Sundays at 7/6c starting tomorrow night on @tmv! #ad

Load more comments

islandgirlxxxo Cant wait

sheisthepartyentertainment That show was always so fuckin nasty to me...eww the rats

gyppywillow23 I watched it. It's basically the same show, and what's more shocking is after all this time the prize amount is still the same!!

kwaggin show is scripted NEXT

lovelewise @aborigini your twin

ol_fowler Ludia 🙌

34,473 likes

FEBRUARY 26, 2018

Log in to like or comment.

ROOMMATE TALK QUESTIONS

tbs THE Last O.G.

Tell Us About Something You Loved 10 Years Ago That No Longer Exists

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theshaderoom Roommates ??? We miss that Friday night trip to #Blockbuster!!!! Be sure to catch #TroyMorgan in brand new series @TheLastOGTBS tonight 10:30/9:30C #TBS #ad #TheLastOG

Load more comments

yn_jeteboe my meets world :/

badgalkei Not paying bills

florida_ish @lordizzo1992 ummm florida_ish Having all my kids home in one house

lordizzo1992 @florida_ish Still cry over her death.

florida_ish @lordizzo1992 i apologize just was thinking she passed a lot longer than 10 yrs ago so my bad that's sacred anyway

24,241 likes

APRIL 3, 2018

Log in to like or comment.

What is your worst nightmare?

theshaderoom • Follow
Paid partnership with ahmfz

theshaderoom @ahmfz got us shooketh. Are ya'll brave enough to see what happens tomorrow at 10pm on @FXNetworks? #AHMFZApocalypse #AHMFZ #ad

Load more comments

renee_delaplane @millennialmelanin omg just seeing this - tell me when and where!!!

seilyg306 AHHHHHHHHHHHHHHHHH. @sayingd1

courtneyyoox @..._jdsx I've nearly finished cult then gonna start watching apocalypse!!!!

butterflyinjuly @idzn4u I watched it last night! Can't wait for more!!!

modis24 @jpp241988

lamoluake @theshadeswatcher it really

714,713 views

SEPTEMBER 11, 2018

Log in to like or comment.

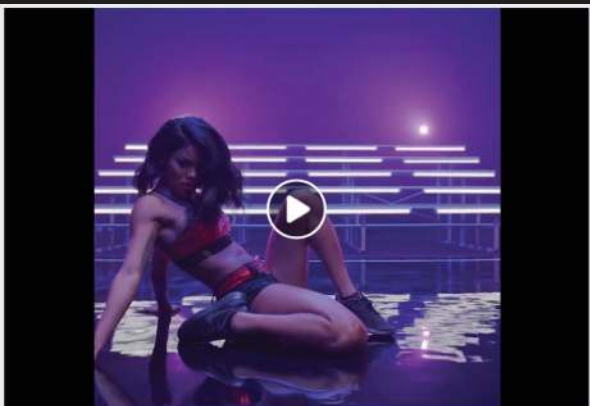
FACEBOOK POSTS



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 #HitTheFloor tomorrow on @BET at 10/9c! #ad
 502 269 Comments 163 Shares 61K 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

