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.
### 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 on 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.

### Instagram

**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 |

### TSR Teens

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

### Demographics

| Age  | 54% of users are 13-24  
|      | 43% of users are 18-24  
| Gender | 77% Women  
|       | 23% Men |

### Facebook

**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  
| Race | 73% of Users are African American  
| Income | 50% of Users have a HHI of $100K+ |

### TSR TV

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**

### YouTube

193,000 Subscribers

### TikTok

262,000 Followers

### Snapchat

165,000 Followers

### Community

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.

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.

Brands That Have Partnered With Us

COVERGIRL  NISSAN  Ford

cricket  apple  abc  WB

FOX  BET  MTV  VH1

FASHION NOVA  shoedazzle

NBC UNIVERSAL  FREEFORM

TIDAL  AT&T  CÎROC

And Many More...
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 airs 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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Hey Roommates,

The big day is finally here! Gucci Mane and Kayshia 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/et. See you soon!
Advertising Samples

INSTAGRAM POST ADS

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

ROOMMATE TALK QUESTIONS

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

Y'all ready for GREATNESS? Watch The Four TONIGHT at 8/7c on @TheQuad_ @TheShadeRoom

When someone asks if they can touch your hair

Get ready for THE ROOM! Comment below if you agree.

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