



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 | A SNAPSHOT

The Shade Room is ranked as the #1 U.S. Media Publisher based on total Social Actions

by Shareablee.



23 Million Followers
Third Most Engaged Platform on IG Overall
5 Billion+ Impressions Per Month



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



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



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



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



241K Subscribers



875K Followers



1.2M Followers



104K Subscribers



100K Subscribers | Click Rate 13%

 Instagram

23 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

 **TSRteens**

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

Demographics

Age

52% of users are 13-24
└ 11% of users are 13-17
41% of users are 18-24

Gender

72% Women
28% Men

facebook.

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

Demographics

Age

17% of Users are 18-24
45% of Users are 25-34
23% 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

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

Gender

61% Women
39% Men

Race

73% of Users are African American

Income

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

 YouTube

241K Subscribers

Demographics

Age

30.6% of Users are 18-24
38.0% of Users are 25-41
18.5% of Users are 35-44

Gender

63% Male
37% Female

 SnapChat

875K Followers

Demographics

Age

14% of Users are 13-17
39% of Users are 18-24
36% of Users are 25-34
10% of Users are 35+

Gender

53% Female
46% Male

 TikTok

1.2M Followers

Demographics

Gender

85% Female
15% Male



Advertising Samples

WEBSITE ADVERTISING SAMPLES

Homepage Desktop

Homepage Mobile

WEBSITE ADVERTISING SAMPLES

Article Desktop

This screenshot shows a desktop view of an article. At the top, there's a navigation bar with 'HOME', 'NEWS', 'ENTERTAINMENT', 'TECH', 'OPINION', and 'MORE'. Below the navigation is a search bar and a 'SUBSCRIBE' button. The main article title is 'Jessica Brown Drops Her Own Line Of Merchandise Following Successful Removal Of Gorilla Glue From Her Hair'. The article features a large image of hair styling tools and a smaller image of a t-shirt. A sidebar on the right contains 'More to explore' and 'Related stories' sections. At the bottom, there are social media sharing icons and a 'SHARE' button.

Article Mobile

This screenshot shows a mobile view of the same article. The top navigation bar is simplified with 'HOME', 'NEWS', 'ENTERTAINMENT', and 'TECH'. A prominent 'Never miss out on our Latest Tea' banner with an email subscription form is at the top. The article title is truncated to 'Jessica Brown Drops Her Own Line Of Merchandise Following Successful Removal Of Gorilla Glue'. A large 'SEPHORA' advertisement is placed above the main text. The article text is formatted for readability on a smaller screen, with a 'SHARE' button and social media icons below the main text block.

Video Desktop

This screenshot shows a desktop view of a video article. The layout is similar to the desktop article view, with a navigation bar and search bar. The article title is 'B. Simone Trends After Video About Manifesting Love Goes Viral (Video)'. A large video player is the central focus, showing a woman speaking. To the right of the video player is a 'SHARE' button and social media icons. Below the video player is a 'SEPHORA' advertisement. The article text is positioned below the video player.

Video Mobile

This screenshot shows a mobile view of the video article. The top navigation bar is simplified. A 'Never miss out on our Latest Tea' banner with an email subscription form is at the top. The article title is truncated to 'B. Simone Trends After Video About Manifesting Love Goes Viral (Video)'. A large video player is the central focus, showing a woman speaking. To the right of the video player is a 'SHARE' button and social media icons. Below the video player is a 'SEPHORA' advertisement. The article text is positioned below the video player.

EMAIL NEWSLETTERS

View this email in your [browser](#)

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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View this email in your [browser](#)

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

theshaderoom • Follow
Paid partnership with netflix

theshaderoom #TSRBaeWatch: @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 @thewashingtons. Streaming now, only on Netflix! #ad #BringTheFam #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 ooooff

105,660 likes

AUGUST 18, 2018

Log in to like or comment.

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

theshaderoom • Follow
Paid partnership with covergirl

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

81,066 likes

JANUARY 22

Log in to like or comment.

theshaderoom • Follow
Paid partnership with foxtv

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

Load more comments

chiraq_eeaz @theoriginalbigdaddy did u give @shakpopington his 2 Milly that's the real?

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

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

cheri.sah 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 feartactor

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 sho 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

o_j_fowler Luda 🙄

34,473 likes

FEBRUARY 26, 2018

Log in to like or comment.

ROOMMATE TALK QUESTIONS

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

theshaderoom • Follow

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_jeteje boy 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 ahmfxf

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

Load more comments

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

seilyg306 AHHHHHHHHHHHHHHHHHHH. @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.

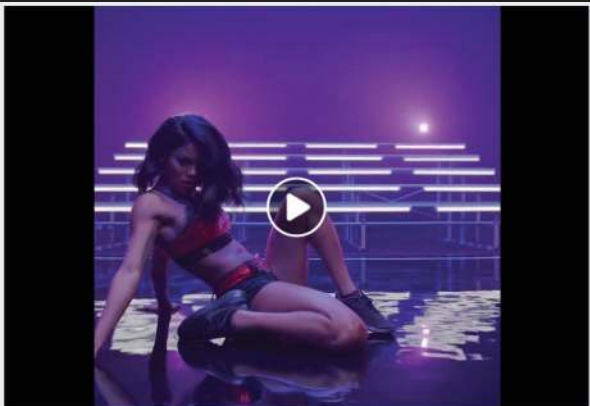
FACEBOOK POSTS



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

