



**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.



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



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



TSR Original Video Content Distributed Across All Social & Owned Platforms

**4 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**



**260K Subscribers**



**1M+ Followers**



**1.3M Followers**



**120K Subscribers**



**100K Subscribers | Click Rate 13%**



Instagram

**24 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**

**3.5 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

**260K 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

**1M+ 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

**1.3M Followers**

**Demographics**

**Gender**  
85% Female  
15% Male



# Advertising Samples

## WEBSITE ADVERTISING SAMPLES

### Homepage Desktop

Home | About | Contact | Privacy | Terms

REAL CHANGE SUBMIT TODAY

Boosie Says Lori Harvey Is Not "Goals" Based On Her Past Relationships

B. Simone Trends After Video About Manifesting Love Goes Viral (Video)

Michael E. Jordan Brings An Entire Apartment For First Valentine's Day With Lori Harvey

Jessica Brown Drops Her Own Line Of Merchandise Following Successful Removal Of Gorilla Glue From Her Hair

— Celebrity News —

REAL CHANGE SUBMIT TODAY

Boosie Thanks Internet Comments About Lori Harvey's Dating History

Driver Who Allegedly Killed Nick Minaj's Father Robert Minaj in Hit-and-Run Accident Thru Himself Is In Prison

B. Simone Secretly Responds To Women Who Alleged She Flattered Them Comment (update)

TSR Big Bank For Rihanna's Savage X Fenty New Month Is Here

Larsa Pippen Slams Future Regarding Their Past Relationship And Calls Him "Delusional"

### Homepage Mobile

Never miss out on our Latest Tea

Enter your Email address SUBSCRIBE

TSR

SEARCH SUBSCRIBE TEXT US

SEPHORA SHOP NOW

Combat dullness

Boosie Says Lori Harvey Is Not "Goals" Based On Her Past Relationships

Celebrity News

B. Simone Trends After Video About Manifesting Love Goes Viral (Video)

SEPHORA SHOP NOW

Your New SKINCARE OBSESSIONS

# WEBSITE ADVERTISING SAMPLES

Article Desktop

The desktop article layout features a large hero image of hair styling tools. Below the main article text, there are several sidebar widgets: a 'Black History is Now' banner, a 'Sienna' car advertisement, and a 'Beyond Measure' social media-style widget. The page includes a search bar, navigation menu, and social sharing options.

Article Mobile

The mobile article layout is optimized for a smaller screen. It features a prominent 'Never miss out on our Latest Tea' subscription banner at the top. The article title and main image are large and clear. A 'SEPHORA SHOP NOW' button is placed above the article text. The article content is concise, with a '8.5K SHARES' indicator. A 'Sienna' advertisement is also visible at the bottom.

Video Desktop

The desktop video article layout features a large video player as the main content. The article title and a brief text introduction are positioned above the video. To the right of the video, there are several smaller image-based advertisements, including one for '2021 Ford F-150'. The page includes a search bar, navigation menu, and social sharing options.

Video Mobile

The mobile video article layout is optimized for a smaller screen. It features a 'Never miss out on our Latest Tea' subscription banner at the top. The article title and main image are large and clear. A 'MEDICAL EXPERTS ENDORSE COVID-19 VACCINES' banner is placed above the article text. The article content is concise, with a '2.0K SHARES' indicator. A 'Sienna' advertisement is also visible at the bottom.

# EMAIL NEWSLETTERS

View this email in your [browser](#)

Latest News Celeb News World News Advertise

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

**REBEL**  
FROM EXECUTIVE PRODUCER JOHN SINGLETON

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](http://www.protectblackwomen.org)

Copyright © 2019 The Shade Room, All rights reserved. You are receiving this email because you opted in at our website.

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!

**THE MANE EVENT**  
 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.11 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

stvleme 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 @empiretv and @Starz 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 @shockpoppington 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.sah Let me tell you something Leo danails @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

islandgirlxoxo, 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 Ludia 🙄

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\_jeteboy me 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 AHHHHHHHHHHHHHHHHHH.

@sayingd1

courtneyxoxo @...\_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.



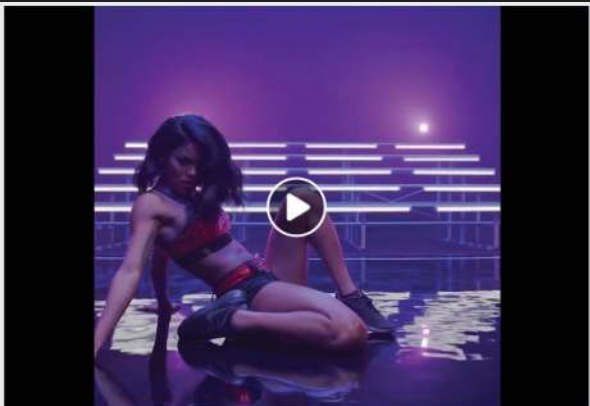
# FACEBOOK POSTS



**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 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

