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 35 million Roommates, and counting, are making it their digital home.
The Shade Room is ranked as the #1 U.S. Media Publisher based on total Social Actions

by Shareablee.

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

**TSR**
- 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

**Facebook**
- 8 Million+ unique users reached per month
- 70 Million+ Impressions Per Month
- 5.2 Million+ Likes

**Website**
- 3 Million+ Monthly Users
- 7 Million+ Monthly Pageviews
- 100 Million Advertising Impressions

**YouTube**
- 285K Subscribers

**Snapchat**
- 1.37M+ Followers

**TikTok**
- 1.9M Followers

**EMAIL**
- 100K Subscribers | Click Rate 13%
# Our Community: A Closer Look

## Instagram
- **25.2 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

## Facebook
- **8 Million+ unique users reached per month**
- **70 Million+ Impressions Per Month**
- **5.2 Million+ Likes**

### Demographics

**Age**
- 14% of Users are 18-24
- 45% of Users are 25-34
- 25% of Users are 35-44

**Gender**
- 66% Women
- 34% Men

## YouTube
- **265K Subscribers**

### Demographics

**Age**
- 28% of Users are 18-24
- 28% of Users are 25-34
- 18% of Users are 35-44

**Gender**
- 70% Male
- 30% Female

## Snapchat
- **1.37M+ 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

## 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

## TikTok
- **1.9M Followers**

### Demographics

**Gender**
- 85% Female
- 15% Male
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
INSTAGRAM POST ADS

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

ROOMMATE TALK QUESTIONS

What is your worst nightmare?