



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 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.



25.2 Million Followers

Third Most Engaged Platform on IG Overall

5 Billion+ Impressions Per Month



4 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

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



285K Subscribers



1.37M+ Followers



1.9M Followers



123K Subscribers

EMAIL

100K Subscribers | Click Rate 13%



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

TSRteens

4 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

5.2 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

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

285K 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

TikTok

1.9M Followers

Demographics

Gender

85% Female
15% Male

WEBSITE ADVERTISING SAMPLES

Homepage Desktop

TSR THE SHADE ROOM

Never miss out on our Latest Tea

Enter your Email address SUBSCRIBE

TSR THE SHADE ROOM

SEARCH SUBSCRIBE TEXT US

SEPHORA SHOP NOW

Combat dullness

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

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

Michael B. Jordan Brags In Radio Appearances For First Woman's Day With Lori Harvey

Trendy House To Donate Sack Of Rice For Family's Journey To Reconstructive Surgery

— Celebrity News —

Wednesday 27 February 2025

REAL CHANGE SUBMIT TODAY

Boosie Talks Down On Comments About Lori Harvey's Dating History

Driver Who Allegedly Killed Nicki Minaj's Father, Robert 'Steezy' Minaj, in Hit-and-Run Accident Tells His Side To Police

B. Simone Scrambled Responses To Women Who Slapped She Flashed Their Content (Update)

TSR Big Book For Rihanna's Savage Is Finally Now Worth \$1 Billion

Homepage Mobile

TSR THE SHADE ROOM

Never miss out on our Latest Tea

Enter your Email address SUBSCRIBE

TSR THE SHADE ROOM

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)

Your New SKINCARE OBSESSIONS

SEPHORA SHOP NOW



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

WEBSITE ADVERTISING SAMPLES

Article Desktop

The desktop view shows a full-width header with a search bar and navigation links. The article title is prominent at the top. Below the title is a large featured image of hair styling tools. The main text is in a standard column width. To the right, there is a sidebar with 'Related Articles' and 'Sponsored Content' sections. At the bottom, there are social media share buttons and a 'Sephora' advertisement.

Article Mobile

The mobile view features a red top bar with a 'Never miss out on our Latest Tea' notification and a 'SUBSCRIBE' button. The article title is truncated to fit the screen. A large 'SEPHORA' advertisement is placed above the article text. The text is formatted for readability on a smaller screen. Social share buttons and a '8.5K SHARES' indicator are visible. A 'Sephora' ad is also present at the bottom.

Video Desktop

The desktop view shows the article title and a large video player. The video player includes a play button and a progress bar. Below the video, there is a 'Sponsored Content' section featuring a Ford advertisement. The article text continues below the video. Social share buttons and a '8.5K SHARES' indicator are visible. A 'Sephora' ad is also present at the bottom.

Video Mobile

The mobile view features a red top bar with a 'Never miss out on our Latest Tea' notification and a 'SUBSCRIBE' button. The article title is truncated. A large 'MEDICAL EXPERTS ENDORSE COVID-19 VACCINES' advertisement is placed above the article text. The video player is visible below the ad. Social share buttons and a '2.0K SHARES' indicator are visible. A 'Sponsored Content' section featuring a Ford advertisement is also present.

EMAIL NEWSLETTERS



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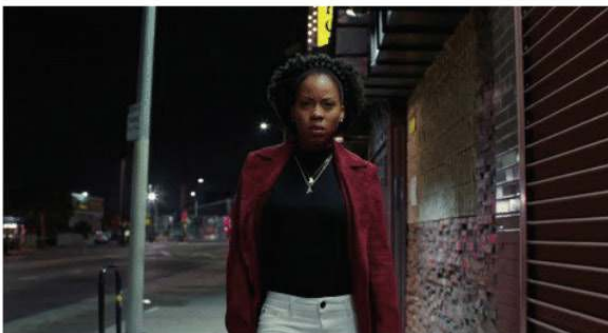
REBEL AIRS TONIGHT AT 10ET / 9C on BET!



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](#)



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

www.protectblackwomen.org



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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!



STEP INTO THE SHADE ROOM

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

When someone asks if they can touch your hair

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 76 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

👍 502 289 Comments 153 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

