



STEP INTO  
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**STEP INTO**



**THE SHADE ROOM  
2024 MEDIA KIT**

**WHERE CULTURE  
MEETS SCALE  
MEETS SCALE  
MEETS SCALE**

# TOP CROSS PLATFORM VIDEO ACTIONS

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#### RANKED BY VIDEO ACTIONS.

## 1 THE SHADE ROOM

1.2 BILLION VIDEO ACTIONS

2	THE DODO	355.3 MILLION VIDEO ACTIONS
3	HOOD CLIPS	298.2 MILLION VIDEO ACTIONS
4	COMPLEX	219.6 MILLION VIDEO ACTIONS
5	BARSTOOL SPORTS	186.4 MILLION VIDEO ACTIONS
6	5-MINUTE CRAFTS	173.1 MILLION VIDEO ACTIONS
7	MARVEL STUDIOS	171.8 MILLION VIDEO ACTIONS
8	WORLDSTAR HIP HOP	170.0 MILLION VIDEO ACTIONS
9	MARVEL	153.4 MILLION VIDEO ACTIONS
10	OVERTIME	141.6 MILLION VIDEO ACTIONS

## 26 THE SHADE ROOM TEENS

71.9 MILLION VIDEO ACTIONS

27	NEWSMAX	70.8 MILLION VIDEO ACTIONS
28	BALLISLIFE	70.6 MILLION VIDEO ACTIONS
29	FOX NEWS	69.4 MILLION VIDEO ACTIONS
30	HOLLYWOOD UNLOCKED	67.1 MILLION VIDEO ACTIONS
31	TASTY	66.2 MILLION VIDEO ACTIONS
32	NTD TASTE LIFE	61.7 MILLION VIDEO ACTIONS
33	ESPN	54.5 MILLION VIDEO ACTIONS
34	UPWORTHY	49.7 MILLION VIDEO ACTIONS
35	NOWTHIS	49.4 MILLION VIDEO ACTIONS



UNPARALLELLED  
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**REACH**

**91%**

**OF BLACK ADULTS  
FOLLOW TSR ON IG**

# AUDIENCE DEMOGRAPHICS

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## TSR

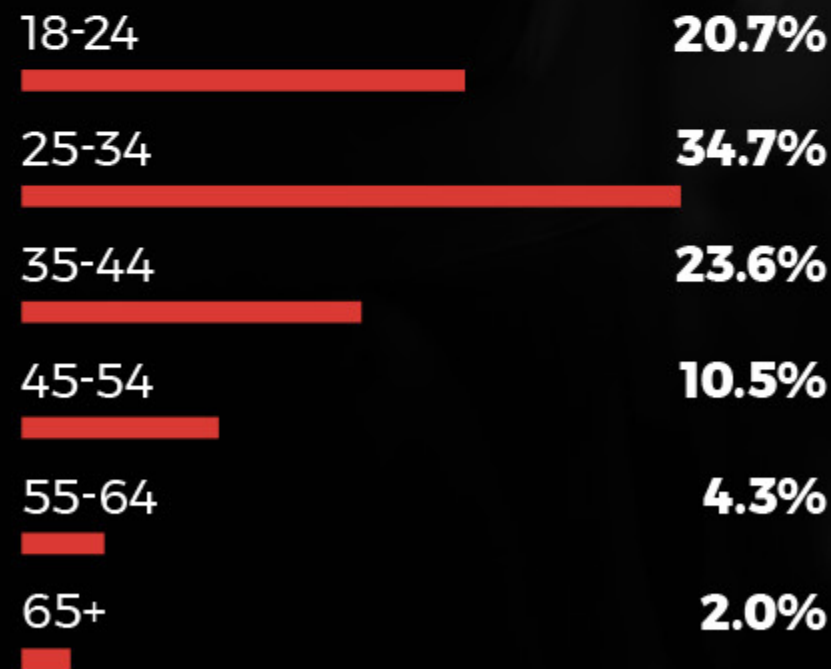
### GENDER



MALE  
**40.5%**

FEMALE  
**59.5%**

### AGE



## TSR TEENS

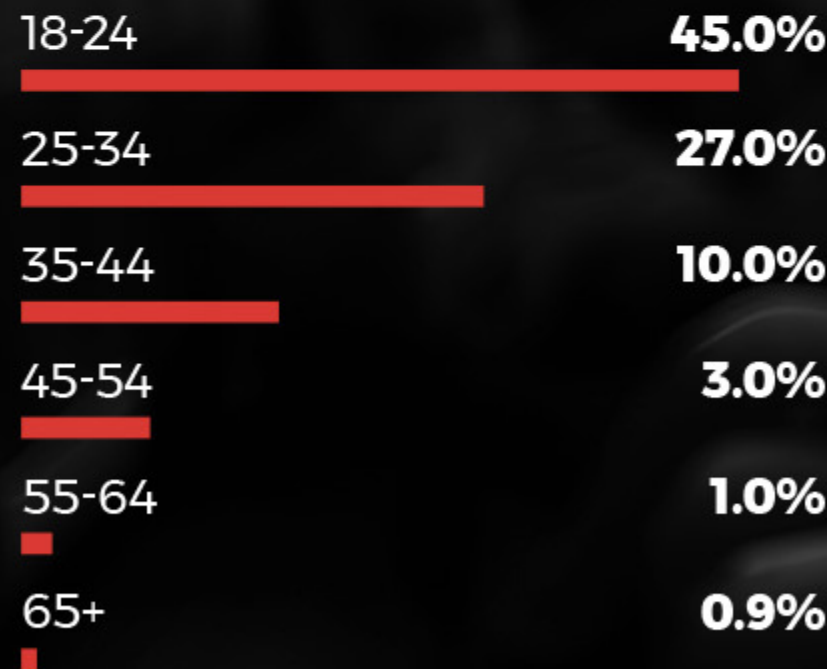
### GENDER



MALE  
**31.3%**

FEMALE  
**68.7%**

### AGE





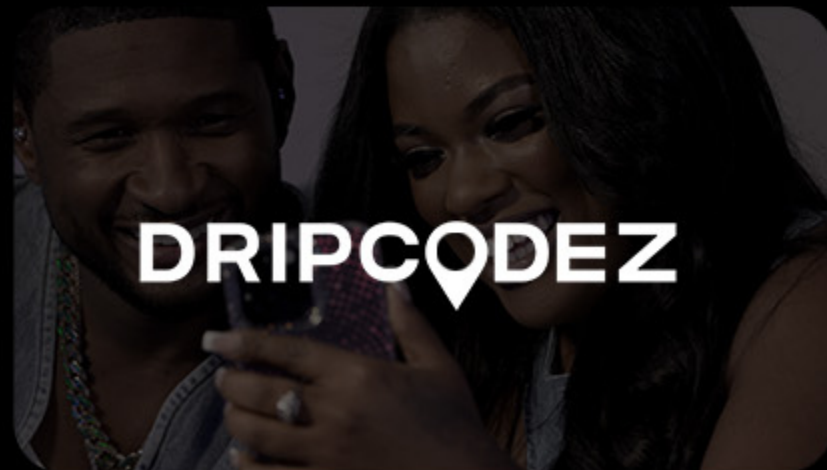
CROSS PLATFORM  
**CROSS PLATFORM**  
**MONTHLY AUDIENCE**

**3 MILLION+**  
AVERAGE MONTHLY  
UNIQUE WEBSITE VISITORS

**1.9 BILLION+**  
AVERAGE MONTHLY  
VIDEO VIEWS

**61 MILLION+**  
AVERAGE MONTHLY  
SOCIAL REACH

# OUR PROPERTIES OUR PROPERTIES OUR PROPERTIES





THE SHADE ROOM

**FOR ADVERTISING PARTNERSHIPS  
OR INQUIRIES, REACH OUT TO  
[ADS@THESHADEROOM.COM](mailto:ADS@THESHADEROOM.COM)**

