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MOCHAMANSTYLE

[2018 Media Kit]



www.mochamanstyle.com



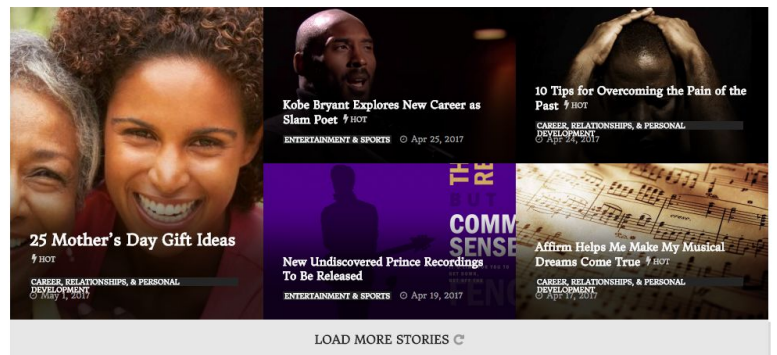
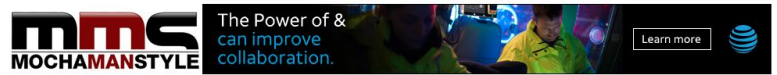
[Editorial Vision]

Founded in 2012 as an extension of the popular Mocha Dad brand, **Mocha Man Style** is the premier lifestyle website addressing the needs of stylish, intelligent men 25-55.

Mocha Man Style is a destination where men are empowered and inspired to live life to the fullest.

We produce and distribute content related to fashion, grooming, cars, entertainment, travel, food/drink, technology, design, art, finances/career, and personal development across multiple platforms.

Our commitment is to remain a valuable resource for savvy, sophisticated and successful men and to keep them entertained, informed, and encouraged.



rag & bone Spring 2017 Collection Showcases Bold Designs **HOT**
FASHION | Apr 1, 2017



3 Fantastic Deals on Men's Shoes You Can't Afford to Miss
FASHION DEALS | Apr 16, 2017
Are your shoes looking a bit weathered and worn out? Now is a great time to update your footwear....

[Accolades]

Mocha Man Style is ranked #47 on the Top 100 Men Websites And Blogs Every Man Must Follow -

<http://buff.ly/2qmOBMh>



Publisher, Frederick J. Goodall is ranked #10 in the list of Houston's Top Social Media Power Influencers -

<http://bit.ly/2pUbwT5>



Houston's
Top 25
Social Media
POWER
Influencers

Mocha Man Style Publisher is Shop Your Way Fashion Tastemaker of the Week -

<http://bit.ly/2qoVRLj>

STREET STYLE

TASTEMAKER OF THE WEEK **FRED GOODALL**



Stylish Winter
Fred's Picks

"Winter is a time for men to try different textures, patterns and colors. Accessories can accentuate your outfit while keeping you warm."

	BILLY REID		CLAUDIO CUTULI
	CONVERSE		ALEXANDER WANG

Love Fred's style? Follow him on Shop Your Way

[Global Reach]

Site Visitation

- Monthly Unique Visitors 75,000
- Monthly Pageviews 97,000
- Returning Visitors 49%
- New Visitors 51%
- Pages Per Session 1.3
- Average Session 1 min 06 sec

Key Markets

- Houston Dallas
- New York San Francisco
- Chicago London
- Atlanta Washington, DC
- Los Angeles Detroit

Social Media Reach

- Twitter 25,000
- Instagram 6,000
- Facebook 5,000
- Pinterest 1,200
- Google+ 270,000



[The Reader]

Mocha Man Style readers want the very best in every aspect of their lives. From what they wear and drive to what they eat and read, their tastes are discriminating and diverse. They are independent and take pride in being well informed and culturally astute. Mocha Man Style is their guide to the good life.



[Demographic Profile]

GENDER

Male	70%
Female	30%

ETHNICITY

African American	70%
Latino	15%
Caucasian	10%
Asian	5%

AGE

18–24	20%
25–34	40%
35–49	30%
50–plus	10%

HOUSEHOLD INCOME

\$25K & under	5%
\$25K–50K	20%
\$50K & over	75%

AVERAGE HHI \$95K

MARITAL STATUS

Married	50%
Single	30%
Divorced/Separated	20%

EDUCATION

High School	10%
College Graduate	70%
Graduate School	20%

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MOCHAMANSTYLE

[Brand Partnerships]

Mocha Man Style has partnered with many major brands to produce engaging content. Here is a short list of the brands we have worked with:

- Coke
- Lexus
- Kellogg's
- General Mills
- Applebee's
- Sears
- Bonobos
- Trunk Club
- Ford
- Disney
- Universal Studios
- Nokia
- ZTE
- General Motors
- Verizon
- Marriott
- Master Lock
- Puritan's Pride
- Kohl's
- Wells Fargo
- Foot Locker
- Warby Parker
- East Dane
- Banana Republic
- Armitron
- Toyota
- eBay
- Microsoft
- Lee

In addition to being a regular guest on Fox26 Houston and Houston Matters (88.7FM), Frederick Goodall has appeared in the following media outlets.





[Product Offerings]

Mocha Man Style is dedicated to connecting brands with consumers by providing engaging content, exciting experiences, and authentic reviews. Our readers trust us to deliver the latest information in the areas of fashion, autos, music, travel, food/drink, grooming, and entertainment. With a group of talented writers, designers, photographers, and videographers, Mocha Man Style can create custom content and experiences for your brand.



Brand Ambassador
Spokesperson
Sponsored Posts
Product Reviews
Affiliate Marketing
Branded Content
Blog Posts on Brand Site
Buyer's Guides
Experiential
Event Hosting and Planning
Banner Ads
Ad Takeovers
Social Media Marketing
E-mail Marketing
Influencer Recruitment/Marketing
Video



[2018 Editorial Calendar]

- January – Health & Fitness Tips, Finance, Relationship Advice
- February – Black History Month, Technology, Wine, Fine Art
- March – Spring Fashion, Travel, Wine
- April – Career, Personal Development, Food/Dining
- May – Mother’s Day Gift Guide, Interior Design
- June – Summer Fashion, Father’s Day Gift Guide, Black Music Month
- July – Travel, Summer food and drink
- August – Mental Health, Back to School
- September – Fall Fashion, Fitness
- October – Fall food and Drink
- November – Men’s Health, Grooming
- December – Winter Fashion, Holiday Gift Guide

In addition, we will run our regular features: Things to Do In Houston, Fashion Deals for Men, Designer/Retailer spotlight, Celebrity/Entrepreneur Interviews, Contests/Giveaways



[Contact Us]

Frederick J. Goodall, Publisher

Mocha Man Style - <http://www.mochamanstyle.com>

Phone: 281-468-0186

E-Mail: fjgoodall@gmail.com

Twitter: @mochamanstyle

Instagram: @mochamanstyle

Facebook: <http://www.facebook.com/mochamanstyle>



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