



FOUNDED IN DECEMBER 2012, *MochaManStyle.com* is the premier lifestyle website addressing the needs of stylish, intelligent men. We cover fashion, grooming, autos, entertainment, travel, food, technology, health/fitness, money, career, current events, and personal development.

Digital Circulation

MochaManStyle.com is one of the most respected and well-known men's lifestyle websites in Houston (*named as one of the Top 20 Lifestyle Sites in 2019 by Feedspot*). Our average monthly readership is nearly 100,000 unique visitors. Our social media audience tops 50,000 and we have an e-mail database of more than 5,000 subscribers

Who is the *MochaManStyle.com* reader?

The Mocha Man is savvy, sophisticated, and successful. He is independent and enjoys the finer things in life. He takes pride in being well informed, fashionable, culturally astute, and politically active.

- **45** Median Age
- Average household income is **\$105,000**
- **70% of readers have a bachelors degree** and 20% hold advanced degrees
- 65% are married and 35% single
- 62% of returning visitors visit our site 5+ times per month
- 42% arrive at our site via social media
- 35% of audience is women

Advertise With Us

Run your messaging on *MochaManStyle.com* and maximize your reach. We have worked with major brands such as Coca-Cola, Kellogg's, General Mills, Home Depot, Lexus, Chrysler, Ford, Samsung, Toyota, Proctor and Gamble, Warby Parker, Gillette, Dove Men + Care, Allstate, Lee Jeans, Kohl's, Starbucks, Spotify, and many others. We offer banner ads on the homepage and in-article ads to match your specific niche.

Custom Publishing

In today's connected world, content is king. We can help you tell your story through our custom publishing options:

- **Web** - We offer custom written sponsored blog posts to spread your message in an organic way. Posts are typically 300-500 words and include photos and/or videos, and links to your site.
- **Social** - We can share your message on Instagram, Twitter, and Facebook.
- **E-Blast** - We can include your message in one of our regular e-mail newsletters or create a stand-alone e-blast for your business.



Events & Sponsorships

More than a static website, *MochaManStyle.com* is dedicated to creating engaging events where Houstonians can come together and enjoy memorable, one-of-a-kind experiences. Our events draw a diverse, active, and well-connected audience. Contact us for sponsorship and vendor opportunities, to hire us to plan and manage your event, or serve as event host/MC.

Marketing/PR

Need help with marketing and public relations? We can help you create marketing, PR, and social media strategies to promote your business.

Contact Us

For rates and more information on how you can share your message with *MochaManStyle.com's* audience, please **contact publisher Frederick J. Goodall at 281-468-0186 or fjgoodall@gmail.com**