



# MOCHA MAN STYLE

— 2020 MEDIA KIT —







# **Mocha Man Style inspires men to live life to the fullest**

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.

We create content related to fashion, grooming, autos, entertainment, travel, food, drink, technology, design, art, money, career, current events, and personal development.



# THE MOCHA MAN

## AGE

25-34	25%
35-44	50%
45+	30%

## AVERAGE HHI

\$97K

## MARITAL STATUS

Married	65%
Single	35%

## EDUCATION

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



*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, and culturally astute.*

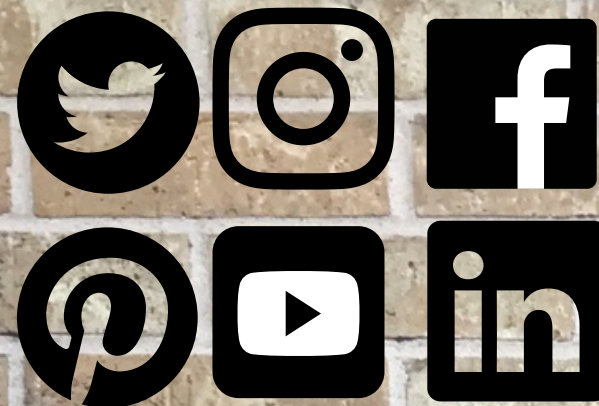


**35,000+  
Social  
Media**

**125,000+  
Monthly  
Visitors**

**151,000+  
Monthly  
Pageviews**

**5,000+  
E-mail  
Subscribers**



**[www.mochamanstyle.com](http://www.mochamanstyle.com)**

**mms**  
**MOCHAMANSTYLE**



# ADVERTISE WITH US

Advertise on MochaManStyle.com and maximize your reach. We offer banner ads on the homepage, in-article ads to match your specific niche, and social media advertising options.

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.



[www.mochamanstyle.com](http://www.mochamanstyle.com)



# 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 300-750 words and include photos and/or videos, and links to your site.
- **Social** - We can share your message via our Instagram, Twitter, YouTube, and Facebook channels.
- **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.



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# Events & Sponsorships

More than a static website, MochaManStyle.com is dedicated to creating engaging events where people 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.







# CONTACT

For rates and more information on how  
you can share your message with our  
Mocha Man Style's audience,  
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or 281-468-0186

[www.mochamanstyle.com](http://www.mochamanstyle.com)

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