





Mocha Man Style's mission is

to help men live life to the fullest.

Through our engaging content, we share the latest trends, identify examples of greatness, spark conversations, and acknowledge the responsibility all men have to next generation.

Mocha Man Style the men's guide to the good life.



FOUNDER

FREDERICK J. GOODALL

Frederick J. Goodall has been a professional blogger, writer, and marketer for over a decade. He is a graduate of Howard University and lives in Houston, TX with his three children (and one dog).

Frederick is also a sought-after expert on media outlets such as NPR, CNN, HLN, Black Enterprise, Ebony, HuffPost, The New York Times, Newsday, and several radio stations across the country.

He has received numerous blogging awards and has been listed on the Top 100 Social Media Power Influencers in Houston.

Frederick launched Mocha Man Style in 2012 to help men achieve success and fulfillment in all aspects of their lives. \$95K

AVERAGE INCOME

38

AVERAGE AGE

79%

COLLEGE DEGREE

92%

OWN HOME

67%

HAS CHILDREN

55% MARRIED



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

32,000+ SOCIAL 110,000+ UMV 125,000+ PV 5,000+ E-MAIL

TOP U.S. CITIES

1. Houston 6. San Antonio

2. Washington, D.C. 7. Detroit

3. Dallas 8. Philadelphia

4. Atlanta 9. Los Angeles

5. New York 10. Chicago

TOP INTERNATIONAL CITIES

1. London 6. Melbourne

2. Sydney 7. Dublin

3. Calgary 8. Montreal

4. Dubai 9. Rome

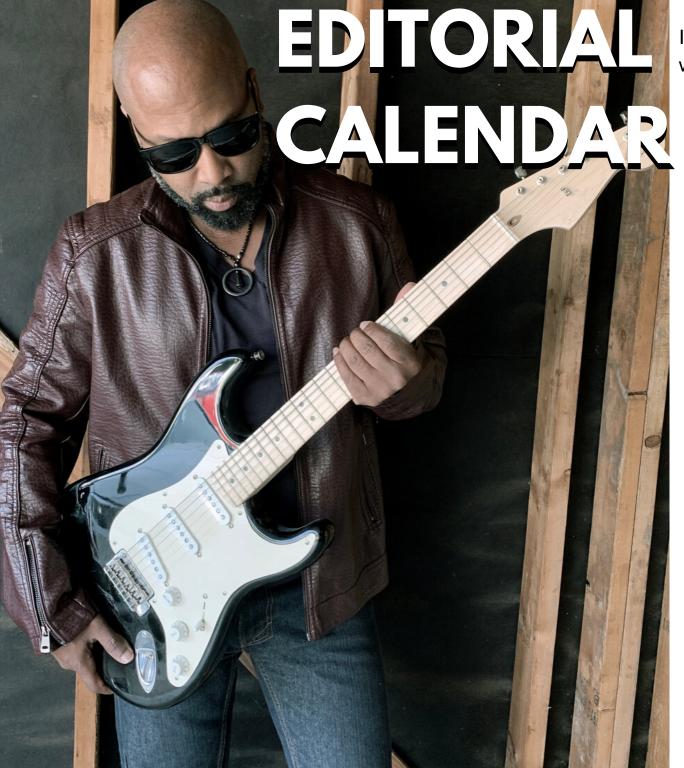
5. Stockholm 10. Paris



Advertise on MochaManStyle.com and maximize your reach. We offer affordable and effective products and services to meet your needs.

We have worked with major brands such as Coca-Cola, Disney, Kellogg's, Verizon, General Mills, Home Depot, Lexus, Chrysler, Ford, Samsung, Toyota, Proctor and Gamble, Gillette, Dove Men + Care, Allstate, Campbell's, Kohl's, Starbucks, Spotify, Omron, GoDaddy, Marriott, Foot Locker, Universal Studios, and many others.





In addition to our regular features, we will feature the following content:

- January Health & Fitness Tips,
 Finance, Relationship Advice
- February Black History Month, Technology, Wine/Spirits
- March Spring Fashion, Travel
- April Career, Personal Development, Food/Dining
- May Fatherhood/Family
- June Father's Day Gift Guide,
 Black Music Month, Men's Health
 Month
- July Summer Fashion, Fitness, Autos
- August Mental Health, Back to School
- September Fall Fashion,
 Fatherhood/Family
- October Domestic Violence Awareness, Relationships
- **November** Men's Health, Grooming
- December Winter Fashion, Holiday Gift Guide



We publish a new newsletter each week and send to our list of engaged subscribers. You can connect with them through the following options:

Standard Ad

 600x300 px supplied ad with link to preferred URL

Native Ad

- Native sponsorship of one section of the newsletter
- 600x300 px supplied ad with link to preferred URL
- 80–120 words of copy written by our writers to support the your campaign (advertiser to supply copy points)

Sponsored Edition

 Our editors will create a custom newsletter with the story dedicated to you or your campaign (advertiser to supply brand messaging)



EVENTS & SPONSORSHIPS



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

