



# MOCHA MAN STYLE

— 2020 MEDIA KIT —





# OUR MISSION

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

# READERS



*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.*



**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    |

# REACH



# ADVERTISE

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.



## SERVICES & PRODUCTS

Brand Ambassador  
Spokesperson  
Sponsored Posts  
Affiliate Marketing  
Banner Ads  
Buyer's Guides  
Experiential  
Events  
Custom Video  
Social Media Marketing  
E-mail Marketing  
Influencer Recruitment






# EDITORIAL CALENDAR

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



A man with a beard and glasses, wearing a striped polo shirt, is gesturing with his hand while looking down. He is standing in front of a light-colored brick wall.

# **SPONSORED POSTS**

**We are storytellers at heart and it is our goal to create compelling, authentic stories that resonate with our audience. We offer sponsored posts on our website and social media channels.**

**These are original stories based on our opinion of your product, service, or event and include original photography and/or brand supplied photography, links, and brand messaging.**



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)

# E-MAIL NEWSLETTER





# 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-a-kind experiences. Our events draw a diverse, active, and well-connected audience. Contact us for sponsorship and vendor opportunities, or 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  
Mocha Man Style's audience,  
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or 281-468-0186

