



MOCHAMANSTYLE

— 2021 MEDIA KIT —



OUR MISSION

Founded in 2012, Mocha Man Style helps men achieve success and fulfillment in all aspects of their lives

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

Our mission is to help men live life to the fullest.



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 wife, five children (and one dog).

Frederick is also a sought-after lifestyle expert and has appeared on NPR, CNN, HLN, Black Enterprise, Ebony, HuffPost, The New York Times, Newsday, and several radio stations and podcasts across the country.

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

\$95K

AVERAGE INCOME

38

AVERAGE AGE

79%

COLLEGE DEGREE

92%

OWN HOME

67%

HAS CHILDREN

55%

MARRIED



AUDIENCE

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
100,000+ 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
Live and Online Events
Custom Video
Social Media Marketing
E-mail Marketing
Influencer Recruitment



EDITORIAL CALENDAR

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

- **January** – Health & Fitness Tips, Winter Fashion, Grooming
- **February** – Black History Month, Technology, Valentine Gift Guide
- **March** – Spring Fashion, Personal Development
- **April** – Career, Food/Dining
- **May** – Mother's Day Gift Guide
- **June** – Father's Day Gift Guide, Black Music Month, Men's Health Month
- **July** – Summer Fashion, Fitness
- **August** – Mental Health, Back to School
- **September** – Fall Fashion, Fatherhood/Family
- **October** – Domestic Violence Awareness, Relationships, Fall/Winter Boot Guide
- **November** – Men's Health, Grooming, Black Friday/Cyber Monday, Food/Recipes
- **December** – Holiday Gift Guides, Food/Recipes

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 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 gather (live and online) 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,
please contact Frederick J. Goodall at
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