



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.

Editorial Focus Areas

- FashionHealth/Fitness
- TravelFood/Drink
- Cars

• Entertainment



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 two dogs).

Frederick is also a sought-after lifestyle expert and has appeared on NPR, CNN, HLN, Black Enterprise, Ebony, HuffPost, The New York Times, Newsday, Fox26 Houston, ABC13, Great Day Houston, Houston Press, 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.

\$97K

AVERAGE INCOME

39

AVERAGE AGE

82%

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 90,000+ UMV 100,000+ 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



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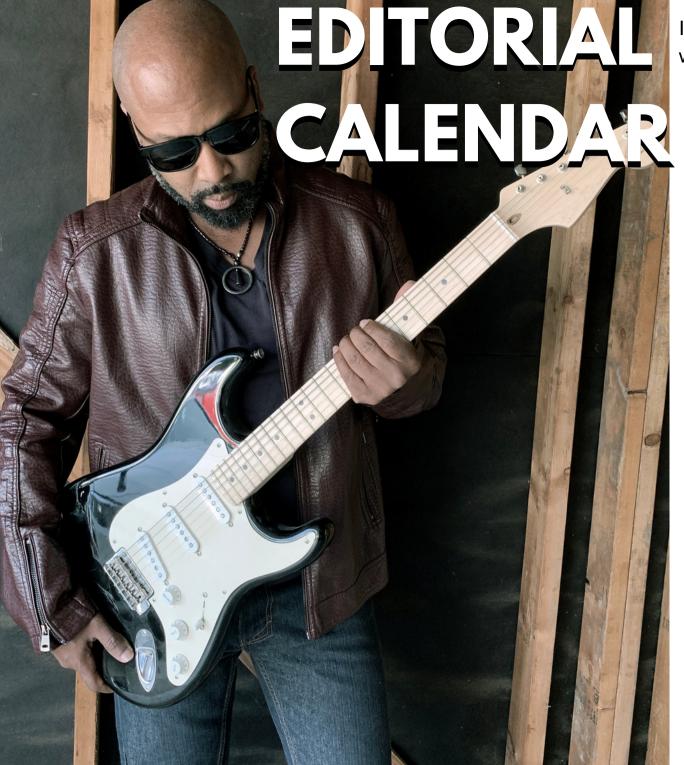
MochaManStyle.com can

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, Comcast, Ford, Samsung, Toyota, Proctor and Gamble, Gillette, Dove Men + Care, Campbell's, Kohl's, Starbucks, Spotify, Omron, GoDaddy, Marriott, Foot Locker, Universal Studios, and many others.





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
- October Domestic Violence Awareness, 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)



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 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.

