

**mms**  
MOCHAMANSTYLE



**MOCHA MAN STYLE**

**— 2 0 2 3 M E D I A K I T —**



# OUR MISSION

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 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

**REACH**

**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    |



A man with a beard and sunglasses, wearing a brown leather jacket, is playing a black and white electric guitar. He is standing in front of a wooden structure. The text 'EDITORIAL CALENDAR' is overlaid on the top left of the image.

# 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
- **March** – Spring Fashion, Personal Development
- **April** – Career, Food/Dining
- **May** – Travel guides
- **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** – Fall/Winter Boot Guide
- **November** – Men's Health, Grooming, Black Friday/Cyber Monday, Food/Recipes
- **December** – Holiday Gift Guides, Food/Recipes

# ADVERTISE

Advertise on 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.



## 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

# 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.



# E-MAIL NEWSLETTER

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 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