



**MOCHA MAN STYLE**

**— 2024 MEDIA KIT —**





# 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.*



# REACH

**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    |



# 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.



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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