



# CAFÉ MOCHA

*A lifestyle Network that speaks to the beauty of Black women!*



RADIO - TELEVISION - DIGITAL - LIVE EVENTS



# Our Growth

Engaging the Multicultural Consumer Market



2010

## CAFÉ MOCHA RADIO SHOW

*Launch of Nationally Syndicated Radio Program affectionately known as 'radio from a Woman's perspective'*

*12+ years as the #1 audio portal to reach women of color nationally.*



2019

## MOCHA PODCASTS NETWORK

*Podcast Channel featuring celebrities, self-help professionals, minority content creators and influencers*

2011

## SALUTE THEM AWARDS

*Premiere awards show series created to Saluting Community and National leaders in a Unique in-person format across the United States*



## CAFÉ MOCHA TV

*Televised Lifestyle & Culture series highlighting minority travel & Economic development experiences.*



2022

CAFÉ MOCHA



4-time GRACIE Award-winning radio show

# CAFÉ MOCHA

**The #1 Nationally Syndicated Broadcast Media Platform Dedicated to Women of Color**

**A 360° Entertainment Network**  
Engaging African-American consumers thru various touchpoints; radio, podcast, TV, Live Events, digital and social media campaigns.

**A niche platform...**

Featuring the full spectrum of African-American culture with an entertaining, inspiring, relevant with an intentional authentic voice.



**ANGELIQUE PERRIN - LONI LOVE - YOYO**



SATELLITE RADIO

Channel 141

**Ch 141 - Airl 3x per wk  
34 Million Subscribers**



**50+ Markets  
(80% top 10 AA)**



**1.6M  
7(weekly)  
Listeners**



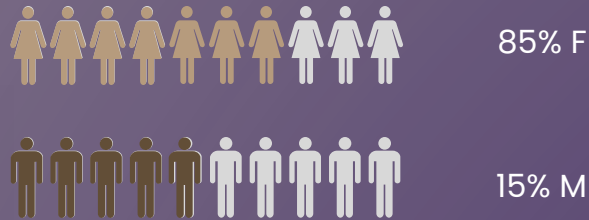
**3.9M  
Followers**

# CAFE MOCHA NETWORK AUDIENCE DEMOGRAPHICS

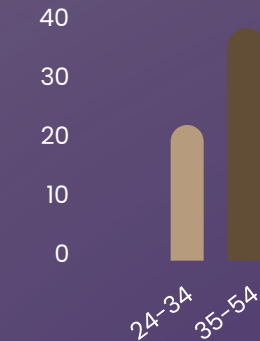


## Conversations From A Woman's Perspective

### GENDER STATS



### AVG. AGE



### ETHNICITY

- AFRICAN AMERICAN 85%
- OTHER 15%

### TOP LOCATIONS

- NEW YORK
- ATLANTA
- CHICAGO
- WASHINGTON
- LOS ANGELES
- HOUSTON
- DALLAS
- BALTIMORE

### ATTENDEE ARCHETYPES

- ✓ SINGLE MOTHERS
- ✓ ENTREPRENEURS
- ✓ BUSINESS PROFESSIONALS

### RESPONSIVE AUDIENCE

- EMAIL OPEN RATE 60%
- CLICK RATE 40X%

### AVG. HOUSEHOLD INCOME



1.6M

- Weekly listeners; AA Women 18-54
- (Source: Nielsen Audio Spring Nationwide 2020)

350K

- Unique visitors per month
- (Source: Google Analytics 2020)

500K

- Over 500,000 followers
- Source: Facebook, Instagram, Twitter



## *Mocha Podcasts Network*

The **Mocha Podcasts Network** (MPN) 'curated conversations from a Black Perspective' is the exclusive home of 11 weekly podcasts from some of the most prolific female influencers in the Black culture. Including: ***Two Funny Mamas/ Sherri Shepherd & Kym Whitley, En Vogue, Café Mocha, Rolonda Watts, We Sound Crazy, B Lifted Up hosted by Dee C. Marshall & BE's Alfred Edmund Jr and more.***

MPN platform provides an array of lifestyles, topics from entertainment to engaging topical conversations from a Black perspective . MPN has accumulated the following accolades since the launch on January 1, 2021:

- ***2021, 2022 NAACP Image Award Recipient***
- Garnered 304,749 Unique Listeners
- Generated 1,079,801 Downloads
- Delivered 848,187 Ad Impressions

**[www.MochaPodcastsNetwork.com](http://www.MochaPodcastsNetwork.com)**

# A Passport to your Global Black Lifestyle Experience...

#GoCafé Mocha TV



Airing in 85% of the US markets

*Not your traditional radio show on TV!*

From U.S. hotspots to Dubai, Paris, South Africa, and destinations worldwide, Café Mocha TV crosses the globe to offer viewers a multi-cultural look at Black lifestyle globally.

Airing weekly exclusively on **The Grio Television Network** and **Local NOW**, the 30-minute series is a passport for women of color ready for an exhilarating tour of fashion, music, cuisine, pure fun, and cultural discovery. [www.CafeMocha.tv](http://www.CafeMocha.tv)

- Backstage secrets revealed like Dish Nation!
- Lifestyle culture and musical performances
- Each episodes from a new destinations featuring Chefs, small businesses and HBCU's.
- Feature little known 'facts' on each destination and today's gamechangers

# CAFÉ MOCHA

## 360° Integrated Broadcast Opportunities



### **RADIO ADS & INTERGRATED SEGMENTS**

- :60 & :30 sec avails
- :30 sponsorable promos
- :30 customized sponsor audio and digital vignettes
- Destination promotions
- 300x250 banner - [CaféMochaRadio.com](http://CaféMochaRadio.com)



### **LIVE TELEVISION & ON DEMAND STREAMING**

- :60 & :30sec commercial avails
- Sponsored segments
- Customized "presented by" vignette features
- Customized integrated brand segments.
- On-air & digital cross promotions



### **PODCASTS NETWORK**

- Social media align campaign
- :60 & :30sec mid and post avails
- Customized brand integration and interview editorial content
- Customized content segments
- Podcast 'live' taping event sponsorship
- Banner ads [Cafémocharadio.com](http://Cafémocharadio.com) & [MochaPodcastsNetwork.com](http://MochaPodcastsNetwork.com)

# MOCHA CARES FOUNDATION



*Our mantra: 'When you are blessed you should be a blessing to others'*

The Mocha Cares Foundation is the philanthropic arm of the Café Mocha Network platform. All activities and activations support local organizations that work to improve the lives of women and children as they transition out of shelters.

We use our resources to create a network of experts, celebrities and corporate friends to develop interactive program, resources to enhance and improve the lives of families as they move into independent living, career development and provide housing solutions.

# THANK YOU!

*FOR YOUR CONSIDERATION.*



**NMSDC**  
50<sup>th</sup> ANNIVERSARY

National Minority Supplier  
Development Council

Advancing Economic  
Equity Together

**Miles Ahead** ENTERTAINMENT

Miles Ahead Entertainment, parent company of Miles Ahead Broadcasting, Cafe Mocha Radio and TV and Mocha Podcast Network, is a woman-and minority-owned, MDOT/WOSB certified, global multi-cultural agency specializing in strategic planning, talent acquisition management, digital and social media marketing hybrid events. [www.milesaheadentertainment.com](http://www.milesaheadentertainment.com)

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