



ABOUT THE WRITER

Hello there! I'm Alethea, my name means "truth" in Greek. With a background in **Anthropology** and English, I've always been drawn to people, places, and the stories that shape them. I love exploring, trying new things, and soaking up every moment life offers – and then sharing it through writing. My hope is to bring you along for the journey and spark your own sense of **adventure**.

In 2024, a long-held dream came to life when I launched Explore2find.blog. A blog space intended to be warm and welcoming detailing experiential travel. I pride myself on writing that inspires and connects in a special way **unique** to each place and **experience**.

I'm also a mom to two lively little boys. I've been lucky to partner with people who welcome our whole family, letting us explore together. That's how we've grown into a sweet little niche: *family travel*. Our stays so far have been on the luxury side of life

When we're on location, I focus on growing Explore2find naturally – connecting with fellow travellers and immersing myself at the destination we are visiting/experience we are at. I look forward to growing this space with you and adding your special place to the list.

16

travel reviews done to date

10

countries visited (& counting)

MEDIA KIT

My reviews are currently featured in x2 digital South African magazines, and I'm excited to expand my publishing reach to other publications in 2026, sharing my travel tales with an even wider audience. Reviews and experiences are available at: explore2find.blog

Current publication details:

Media Xpose Publications: *reviews will be featured in 1 of Media Xpose magazines which will be the editors pick.

- **Inbound SA Magazine:** digitally available aimed at travel enthusiasts and professionals (published monthly). Magazine panel: <https://inboundsa.com/read-inboundsa-online/>

Curated for travel professionals and enthusiasts with a passion for luxury living, fashion, and business, offers an unparalleled exploration of the finer aspects of life. The magazine has a airport focused distribution. Readership across all platforms covers 200 000+ people in the 9-10 LSM.

Our 2025 trip to Mauritius was featured in the alongside online issue.



- **Rove SA Magazine:** digitally available magazine for adventure and thrill seekers both locally and internationally (published quarterly).

Magazine panel: <https://rovesa.co.za/read-rove-sa-online/>

A distinct international and local readership from ages 25-60 who come from all walks of life, there is something for everyone covering a wide-range of options from camping to luxury. This publication offers some of the very best travel options available.

Our trip to Victoria Falls was featured in the alongside online & print issue.



ADMC Publications:

- **BizzBuzz Magazine:** an online digital magazine for Female Entrepreneurs (published monthly). Magazine panel: femaleentrepreneursa.co.za/bizbuzz-magazine

Readership covers 12 000 subscribers across all platforms online. The corporate market consists of Nashua, Total, Engen, SAD, Hollard, MiWay, Jutta, Epson, Newsclips, Pear Media and The Novus Group and gets sent to 200 Public relations offices where the publication is shared to these businesses.

Reviews have been featured in Bizzbuzz online Magazine for over 10 years.



OPPORTUNITY TO YOU

- **Reach** a wider international audience: explore2find is actively building a global readership, providing you with exposure to potential guests from various countries.
- **Boost** your online presence: Being on the explore2find website enables your review to transcend time and will still be relevant and available in years to come allowing for a greater return on investment.
- **Gain** valuable feedback: Our honest and detailed reviews provide valuable insights into the guest experience, allowing your guests more confidence in your hotel.
- **Tap** into the growing demand for authentic travel experiences: explore2find caters to travellers seeking genuine and personalised recommendations, positioning your hotel as a top choice for those looking for something special.
- Have your review **published** in relevant magazine publications speaking to your target market.



I use my own photography & high res images provided



Reviews are 100% authentic, no use of AI to complete reviews

NITTY GRITTY

- Travel within South Africa is 2 nights. International stays 4 nights.
- I do not charge for reviews, only that the cost of stay is covered.
- Please include breakfast in the stay (unless it is a self-catering establishment).
- Extras are not expected, it is up to your discretion if you want to add in anything additional for us to experience and include in the review piece. Any additional will be mentioned in the review write up.
- I travel with my husband and children (5 year year old and our baby)
- You will receive a copy of the review in a pdf or word format that you may use in your marketing activities. Links to the blog and digital magazine publications will also be shared.
- If you would like social media posts, I would be happy to create them for you at no additional cost.
- Social media posts will be shared on the Explore2 Find pages: Instagram and LinkedIn where you will be added as a collaborator.

I look forward to working with you!

Thank you.

ORGANIC WEBSITE STATS

Please take note of the following organic website statistics for explore2find.blog. These were obtained from Google Analytics as of 10 February 2026 and reflect the stats for the last year. No paid promotion has been done on the website.

Overview of website analytics

Active users

1.8K

↑ 211.1%

New users

1.7K

↑ 222.9%

Scrolled users

327

↑ 294.0%

Views

2.7K

↑ 107.5%

- An active user is a unique visitor who accesses a website or application within a defined time frame. Organisations monitor their active users to gain an accurate measure of how many people use their site or app daily, weekly and monthly.
- "New users" refers to individuals visiting a website or app for the very first time within a specific period, identified by a unique browser/device ID.
- In web analytics, "views" (often called Page Views) mean the total number of times a specific webpage loads or reloads in a browser, counting each instance, even from the same user, to gauge content popularity and engagement. It's a fundamental metric showing content interest, tracking views from new visitors and repeat visitors refreshing the page, providing insight into which content resonates most with audiences.
- "310 scrolled users" is a website analytics metric indicating that 310 unique individuals scrolled down a specific web page to a certain depth. This number is used by website owners and marketers to understand user engagement and how much of the content is actually being consumed.

*Above obtained from Google to understand what is being measured.

Active users by Country



User aggregate

Active users ▾

1.4K

↑ 161.8%

Event count ▾

7K

↑ 99.4%



— Last calendar year — Previous period

Last calendar year ▾

Views by page

Views by

Page title and screen...



PAGE TITLE AND S...		VIEWS
Make Memories to L...	1.1K	↑ 385.8%
Destinations - Explor...	186	↑ 73.8%
Blog & experiences - ...	0	↓ 100.0%
Blog & experiences - ...	139	↑ 148.2%
Explore2Find – A tra...	0	↓ 100.0%
Nkosi Lodge, Victori...	48	↓ 20.0%
Le Jadis Beach Reso...	97	-

Last calendar year [View pages and s...](#) →

Session aggregate

Sessions ▾ by

Session primary ch... ▾



SESSION PRIMARY ...		SESSIONS
Direct	1.3K	↑ 128.4%
Organic Social	179	↑ 126.6%
Unassigned	120	↑ 224.3%
Organic Search	72	↑ 278.9%
Referral	31	↑ 933.3%
-		

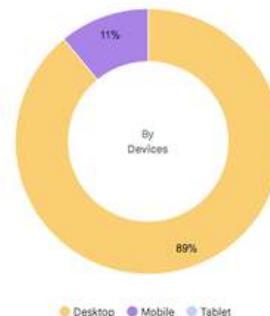
Last calendar year [View traffic acqu...](#) →

Extras :



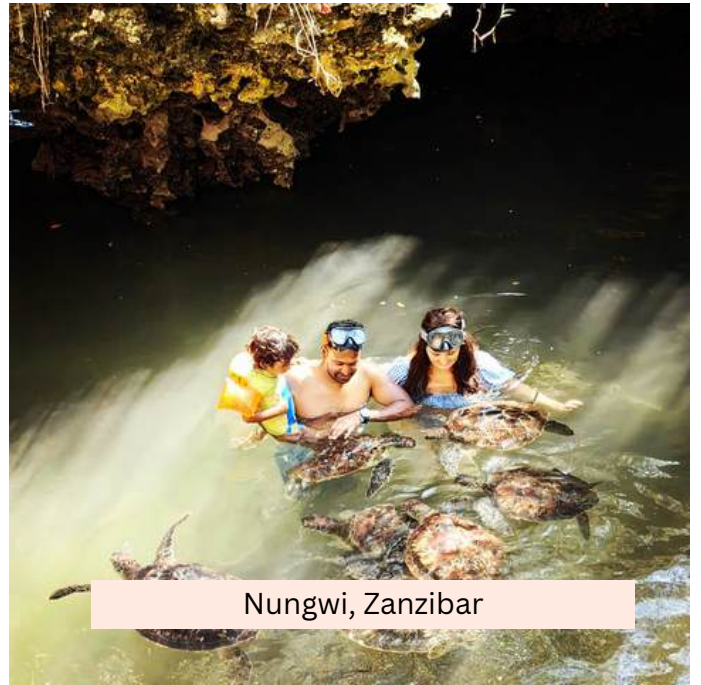
Top content by pageviews

A Premium Experience with Bushtracks - Victoria Falls - Explore2Find





Brooklyn Bridge, New York City



Nungwi, Zanzibar



Victoria Falls, Zimbabwe



Signal Hill, Cape Town



Acropolis, Athens



Oudtshoorn, Western Cape