

Tamlyn Amber Wanderlust

Content Creator
2027 Rates

Travel, Food and Wine Content Creation— Cape, Town, Western Cape, South Africa and Beyond

15K+

Monthly Readers

10K+

Social Reach

72%

South African Audience

4.8%

Avg. Engagement Rate

ABOUT THE PLATFORM

Tamlyn Amber Wanderlust is a trusted travel, accommodation, and lifestyle blog capturing authentic experiences across the Western Cape and South Africa.

Focusing on hidden gems, staycations, wine estate reviews, and outdoor activities, the platform delivers engaging, high-quality content that drives real bookings and local brand engagement.

CORE CONTENT PILLARS

- Travel and Staycations:** Boutique hotels, cozy stays, budget getaways and weekend escapes.
- Food and Wine:** Estate tastings, restaurant reviews and local culinary spots.
- Outdoor and Adventure:** Scenic drives, nature walks, fun things to do and day trips.

Audience Profile and Reach

DEMOGRAPHICS INSIGHT

DEMOGRAPHICS

- Gender Split:** 68% Female | 32% Male
- Primary Age:** 25 – 44 years (75%)
- Top Location:** Cape Town and Western Cape (60%), Gauteng (20%), International (20%)
- Audience Interest:** Local travel, dining out, weekend breaks, lifestyle etc.

WHY PARTNER WITH US?

- High SEO Value:** Blog posts rank well on Google for long-term organic traffic.
- Authentic Storytelling:** Honest, aesthetic coverage that resonates with local travellers.
- High-Quality Assets:** Professional photography and short-form vertical videos (social media).

AUDIENCE LOCATION BREAKDOWN



2027 Rates and Services Breakdown

INTRODUCTORY PRICING (ZAR)

Accessible starter rates designed for small business, tourism, wine estates and lifestyle brand collaborations. All rates cover organic posting across my official channels.

DELIVERABLE	DETAILS AND INCLUDED SCOPE	STARTER RATE
Instagram Stories	2–3 interactive slides + swipe/direct booking link + brand tag	R500 – R800
Instagram Static/Carousel	High-res curated photo post (1–5 photos) + detailed caption and tags	R900 – R1 500
Instagram Reel	15–30 sec edited video reel, trending audio, call-to-action and brand tag	R1 500 – R2 500
Dedicated Blog Review	SEO-optimised article (500+ words), high-res gallery and permanent do-follow links	R1 800 – R2 800
TikTok Reel	15–30 sec edited video reel, trending audio, call-to-action and brand tag	R2 500 – R3 500

Curated Campaign Packages

BEST VALUE BUNDLES

Social Boost

R1 800

✓ 1x Instagram Reel (15-30s)

✓ 1x Stories (2-3 slides)

✓ Direct Link and Tagging

✓ Organic Social Coverage

Ideal for quick brand awareness and events.

POPULAR

Destination Review

R3 500

✓ 1x Dedicated Blog Feature

✓ 1x Instagram Reel/TikTok

✓ 1x Story with link

✓ Permanent SEO Links (strictly no-follow)

Perfect for accommodation and venue stays.

Content Creator Pack

R2 500

✓ 3x Short Vertical Videos (across Facebook, Instagram and TikTok)

✓ Full Brand Usage Rights (60 days)

Designed for brands needing direct visual assets.

Collaboration Terms and Guidelines:

- Hosted Stays and Trade Exchanges:** Complimentary stays/experiences may be combined with a reduced content creation fee depending on required deliverables.
- Usage Rights:** Organic posting included. All posts and blog articles will contain an open disclaimer stating the paid/collaboration relationship.
- Payment Terms:** 50% deposit required upon campaign booking; balance due within seven (7) days of final content delivery.