

barelynormal.co.za

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Barely Normal

MEDIA KIT 2026

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The Barely Normal Narrative

Barely Normal isn't your typical travel blog. **We skip the tourist traps** to find the "interesting edges" of the Mother City. From hidden speakeasies and avant-garde distilleries to architectural marvels and off-beat stays, we curate the experiences that define Cape Town's unique soul.

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Key Demographics

- **The Explorer:** International tourists seeking authentic, non-generic Cape Town itineraries.
- **The Local Connoisseur:** Cape Town residents looking to break their routine.
- **The Aficionado:** Dedicated enthusiasts of fine wine, craft spirits, and boutique hospitality.

Content Ecosystem

We specialise in four core pillars that resonate with a high-LSM (Living Standards Measure) audience:

- **Wine & Spirits:** In-depth reviews and stories behind the labels.
- **Boutique Accommodation:** Showcasing stays with a distinct personality.
- **Curated Experiences:** Unique activities that go beyond the guidebook.
- **Hidden Gems:** The quintessential "Barely Normal" listicles that dominate search rankings.

Let's Create Something Memorable

Ready to showcase your brand to an audience that values the extraordinary?

- Connect with us: hello@barelynormal.co.za
- Website: barelynormal.co.za
- Location: Cape Town, South Africa

Audience & Reach

Our readers aren't just scrolling; **they are planning.** Because our traffic is primarily search-driven, we capture high-intent audiences at the exact moment they are looking for their next South African adventure.

Brand Pedigree

Hospitality & Destinations:

- The 12 Apostles Hotel & Spa (Cape Town)
- The Cape Grace Hotel (V&A Waterfront)
- The Drostdy Hotel (Graaff-Reinet / Newmark Hotels)
- NAC Helicopters (Luxury transfers & experiences)

Whisky & Spirits:

- The Macallan
- Glenfiddich
- Bruichladdich
- Highland Park
- Bisquit & Dubouché
- The Bascule Bar (V&A Waterfront)
- Black Bottle
- Laphroaig
- Grant's

Lifestyle & Culinary:

- Swiss Air & Chocolat Frey (International collaboration)
- Devil's Peak Brewing Company
- Striped Horse Beer
- Pierre Jourdan
- A.A. Badenhorst

Performance Metrics

Monthly Average

| | |
|--------------|------------------|
| Visits | ~30,000 |
| Page Views | ~66,000 |
| Peak Traffic | 47,100 (Feb '26) |

Partnership Opportunities

We offer integrated campaign formats designed for longevity. Unlike social-only posts that disappear in 24 hours, our editorial content continues to perform for years.

1. **Editorial Features:** A deep-dive dedicated article on BarelyNormal.co.za.
2. **SEO List Inclusions:** Placement in high-traffic "Best Of" lists (e.g., "Unique Places to Stay").
3. **Social Amplification:** Targeted promotion across our social media ecosystem.
4. **Engagement Giveaways:** High-impact competitions including weekend stays and luxury hampers to drive brand awareness.