MediaKit
2026



gli Esploracose

Let's explore Things, Places and Stories

GliEsploraCose

was founded in 2025 out of Alberto and Valerio’s shared passion for travel.

Our project’s approach centres on the search for authentic experiences and genuine connections in places far removed from mass tourism, where every journey becomes an opportunity for personal and cultural transformation.

GliEsploraCose is not a travel blog like any other.
We created it with travellers in mind who, like us, seek to venture beyond the beaten track to discover the true soul of a place – the one hidden in the side streets, in authentic flavours, and in the stories of the local people.

Curious travellers who love to lose themselves in order to find themselves, who believe that a road trip through forgotten villages is worth more than a hundred selfies in front of the main attractions, and who know that true discovery begins when you step outside your comfort zone.

Through slow tourism, cultural immersion and culinary exploration, we showcase destinations with a perspective that goes beyond the postcard image, creating content that inspires and offers practical tools for experiencing transformative and sustainable journeys.





Alberto & Valerio

Hello, we’re Alberto and Valerio, a couple who’ve been together for 18 years and curious travellers who’ve made authentic exploration our life’s mission, always in search of beauty and the meaning of life – to be found in every sunset or every colourful autumn leaf.

Over these 18 years, we’ve realised that travelling together means growing together: learning to see the world through fresh eyes, embracing the unexpected as an opportunity, and discovering that every destination teaches us something new about ourselves and the way we want to live.



Alberto

Hi, I’m Alberto – originally from Versilia, a digital entrepreneur by trade, and a curious explorer by nature.

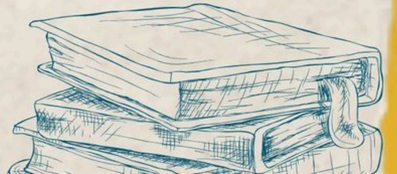
I’m the strategic mind behind GliEsploraCose: I’m in charge of planning the itineraries, managing the blog and handling the technical aspects of the project.

Valerio teases me by calling me ‘the fussy one’ of the pair, and he’s probably right.

As the founder of the communications agency Roimaxweb and co-manager of the blog DoveVado.net for the past eight years, I’ve built up experience in strategic planning, content creation and digital marketing.

But beyond the numbers and strategies, I’m above all passionate about anything on paper – from books to ‘Midori’-style notebooks where I jot down every detail of my travels.

Over time, I’ve developed a particular sensitivity to flavours and scents, which leads me to transform every destination into a sensory experience to be savoured to the full.
My passion for archaeology and ancient history drives me to constantly seek out the stories hidden behind every stone and every tradition, enriching every exploration with cultural context.



Valerio

Hi, I’m Valerio – born in Marsala, a digital artist and visual storyteller.

I’m the creative force behind GliEsploraCose: I’m responsible for creating, editing and conceptualising all the videos, I oversee the project’s visual identity, and I strive to turn every journey into a story told through images.

I work in digital marketing and social media management, and I try to bring my artistic sensibility to every project. Whether it’s with an iPad, a pencil or a camera, I’m dedicated to capturing the essence of places through images.

I’m also the one who encourages Alberto to find the time to devote to GliEsploraCose despite his many commitments – someone’s got to do it! I tend to see creative opportunities even where the situation seems complicated.

I’m passionate about modern art and enjoy experimenting with my own personal style.

My love of aesthetics naturally leads me to seek out vistas, views and visual details that can convey the beauty of every place we visit.





Portfolio of Collaborations





















The next logo here will be the one
representing the story we'll tell together

#RiminiGoodVibes Travel Bootcamp

In 2025 we took part in the #RiminiGoodVibes **Travel Bootcamp**, the live format of the **Travel Creator Academy by Elisa e Luca (@miprendoemiportovia)**, among the most followed and respected travel creators in Italy.

The project, organised by **HappyMinds** – a Ravenna-based agency specialising in destination marketing – in partnership with **VisitRimini**, brought together 30 content creators from all over Italy for a three-day training experience dedicated to the professional storytelling of tourism destinations.

During the Bootcamp we worked side by side with tourism operators to tell the story of Rimini as a destination to enjoy all year round.

The Travel Bootcamp is the first and only programme in Italy that turns a passion for travel into a profession, putting concrete content creation and destination marketing strategies into practice.

View the project page ➡️

HappyMinds

MIPRENDOEMIPORTOVIA
STORIE DI 2 VIAGGIATORI
★ Rock'n'Roll ★

visitRimini

2026 Milestones

Footprints

Visit Ravenna · City of Ravenna

Footprints is the European project through which the City of Ravenna is testing a more sustainable way to travel: €5 million from the European Urban Initiative, alongside Veszprém, Dubrovnik and Altea.

In May they invited us as “Explorers”: five days among the mosaics, the sea at Marina di Ravenna and the wetlands of Sant'Alberto.

7 Reels, over 500,000 views across Instagram and Facebook

Have Some Finnish

Visit Finland · Lapland

In 2026 Visit Finland looked for creators from all over the world with Have Some Finnish. Over 20,000 applied. 14 were chosen, and we were one of them.

In September they invited us to Lapland, with Visit Rovaniemi, to tell the story of its culture, food, crafts and nature.

14 winners out of 20,000+ applications



Collab with publications and blogs

DOVE vado

Versiliatoday®
Il quotidiano del giorno prima

Toscanadaily

INFORMAcibo
SAPERE DI SAPORI

GustarViaggiando

memo
GRANDI MAGAZZINI CULTURALI

Our Content Pillars

The Road Less Travelled

Exploring hidden corners and alternative routes even in the best-known destinations, showing how to find authenticity just a few steps from the main attractions. Content that champions places off the traditional tourist trail.

Hidden Flavours

Venturing through local food as the key to authentic culture. We celebrate traditional dishes, the places where locals actually eat, and the stories behind the culinary specialities that define a destination's identity.

Roads & Stories

Voyages on scenic routes and back roads that reveal the soul of a region. Itineraries that weave the physical journey together with the cultural one, celebrating history, art and traditions along the way.

The Art of the Encounter

Encounters with local people and the genuine connections that grow from them. Content that gives a voice to artisans, small producers and residents, showing how human relationships are the real treasure of every journey.





Our Content Pillars

A Weekend Close to Home

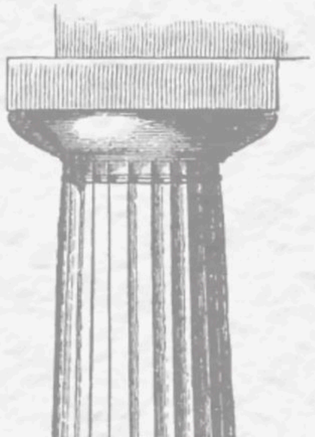
Rediscovering hidden wonders a short distance from home, with a particular focus on Tuscany and the Italian regions. Local travel that proves you don't need to go far to have extraordinary adventures.

Travel Nerd Inside

It's the practical, tech side of travel: apps, gadgets, travel hacks and tools to plan and improve the travel experience. Useful content that solves travellers' real problems.

Home Sweet World

Up close with our everyday life as a travelling couple, showing how a passion for exploration shapes daily life. Hobbies, rituals and interests that create continuity between our travels and our routine.



Our Blog Network

Two Voices, Two Audiences

Every collaboration can benefit from a strategic dual publication on two complementary blogs:

GliEsploraCose.it

Our growing personal blog, where we recount our travels through emotional storytelling, intimate narratives and our authentic perspective as a travelling couple. Ideal for destinations that deserve to be portrayed with sensitivity and a ‘slow’ approach.

DoveVado.net

A well-established blog co-founded by Alberto eight years ago, where we adopt a more general and practical tone, with a strong focus on SEO and providing information.

Data (updated 3 November 2026):

- 51,000+ unique readers
- 85,000+ page views per quarter
- Zoom Authority: 47

Ideal for projects that require immediate visibility amongst an established audience.

Guest Posting

We love the art of storytelling and are keen to contribute high-quality content to partner blogs and industry publications.





Social Network Followers

Instagram: 8,664

https://www.instagram.com/gliesploracose/

TikTok: 8,915

https://www.tiktok.com/@gliesploracose

Facebook: 3,679

https://www.facebook.com/gliesploracose

Youtube: 82

https://www.youtube.com/@GliEsploraCose

Instagram Stats

FOLLOWERS: 8,664

ACCOUNTS REACHED: 510,165

VIEWS: 1,197,008

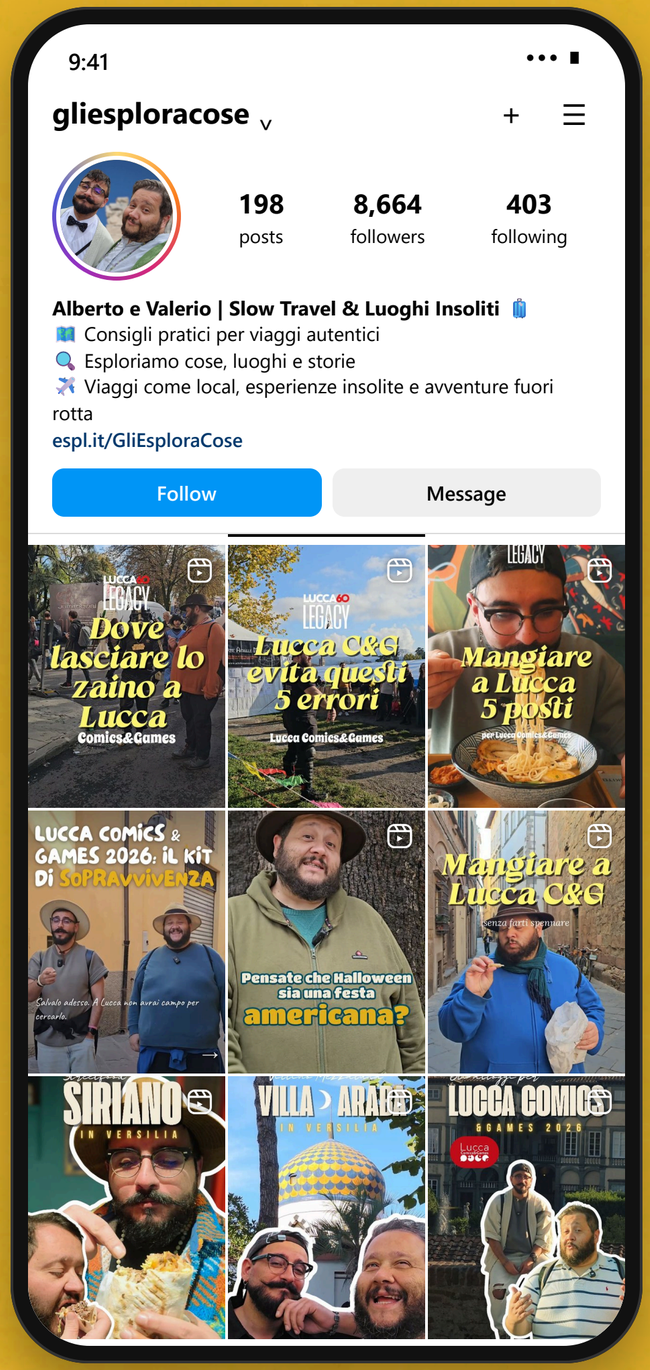
ENGAGEMENT RATE: 17.4%*

IG STORY VIEWS: 125,471

AUDIENCE:

GENDER: F 54% / M 31%

AGE: 25-34 ***13%*** / 35-44 ***26%*** / 45-54 ***31%*** / 55-64 ***20%***



figures for the last 3 months, updated 3 November 2026

*Engagement Rate calculated on actual reach, i.e. the ratio between total interactions (likes, comments, saves and shares) and the number of accounts actually reached over the last 3 months

Case History



Destination Italy
Reel for Visit Ravenna (Footprints project): the Mausoleum of Theodoric
420k views

Go to the Reel



Destination Italy
Itinerary: 4 days in Bari
259k views

Go to the Reel



Destination Italy
Reel on where to eat during Lucca Comics and Games
208k views

Go to the Reel



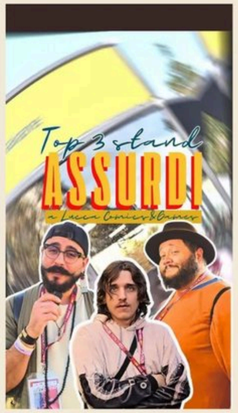
Destination Italy
Reel promoting the places linked to the Viareggio Carnival
176k views

Go to the reel



Destination Italy
Reel promoting the “Food” scene in Viareggio
165k views

Go to the Reel



Event Italy
Reel telling the story of Lucca Comics and Games with a touch of irony
126k views

Go to the Reel

views updated 3 November 2026



Contact

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