

# The Endurance Diaries

South Africa's honest endurance lifestyle platform for women training in the messy middle: real life, real sport, no filter.

[theendurancediaries.co.za](http://theendurancediaries.co.za)

*"I write about the part of endurance sport that happens after the screenshot: the doubt, the dropped wheels, the winter motivation crises, and the comeback attempts that do not always work the first time."*

## ABOUT THE PLATFORM

### Endurance sport made human again

#### The honest truth

Running, cycling and Zwift from the real middle: after work, around family life and sometimes just before load shedding.

#### Why it exists

To help women feel that they already belong in endurance sport, without polished perfection or toxic fitness culture.

#### The SA difference

South African prices, conditions, training realities and recommendations that make sense locally.

#### The creator

Liz: endurance athlete, Zwifter, runner and experienced legal administrator, writing from Middelburg, Mpumalanga.

## AUDIENCE

### Who The Endurance Diaries serves

#### Working women

Training happens in the gaps around full-time life.

#### Broadly 35-55

Not beginners, not elites: quietly competing with themselves.

#### South African

Budget-conscious, practical and looking for relevant advice.

## CONTENT

# What we talk about

### Zwift & indoor cycling

Setup, training, racing, practical tips and the realities of riding indoors in South Africa.

### Running comebacks

Returning after injury or a break and rebuilding fitness without unnecessary drama.

### Honest endurance life

Fatigue, comparison, motivation, small wins and the unglamorous parts that matter.

### Faith & fitness

Purpose, resilience, perseverance and the role faith plays in the endurance journey.

### Training tools

Useful checklists, trackers, templates and resources for ordinary athletes.

### Gear reviews

Honest, SA-aware testing focused on usefulness, quality and value for money.

## WORK WITH US

# Collaboration opportunities

### Sponsored stories

Useful articles and campaign content written in TED's natural voice.

### Product reviews

Cycling, running, nutrition, apps, tech and Zwift accessories.

### Newsletter features

Relevant mentions or dedicated features for the email community.

### Giveaways

Purposeful campaigns for South African endurance audiences.

### Digital products

Co-created guides, templates, checklists and practical resources.

### Creative partnerships

Good ideas that add genuine value are always welcome.

## VALUES

Honesty over hype

Real SA context

Women in endurance

Faith-friendly

Budget-aware

No toxic fitness culture

# Let's work together

Tell me about your brand, product or idea and why it suits The Endurance Diaries. I normally reply within 3–5 working days.

[theendurancediaries.co.za/collaborate](https://theendurancediaries.co.za/collaborate)

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Relevant products may need to be supplied for testing. Positive coverage is never guaranteed. Audience and performance figures are available on request when appropriate.