

its not
COMPLICATED

crave. cook. consume



A LITTLE BIT ABOUT THE

blog



It's Not Complicated Recipes is a food blog designed to inspire you in the kitchen! My recipes are all made from scratch, using some fabulous simple tricks and hacks I have learnt along the way. You will find a mix of starters, main courses and desserts, as well as small bites ideal for entertaining. We share a variety of recipes suitable for different dietary requirements.

A LITTLE BIT ABOUT ME

alexandra

I am a food blogger from Adelaide, South Australia. I started this blog to combine my true loves – writing, cooking (and eating!) and travel. I have previously worked in the airline industry and real estate, and as a result, have developed great time management and organisational skills. You can be assured that when working with me, I will give 110% and deliver on my word. I have excellent engagement across my social media accounts and blog.



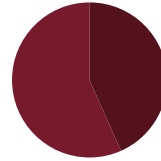
i look forward to speaking with you!

alex xo

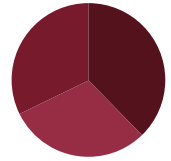


A LITTLE BIT ABOUT MY *audience*

My audience is highly engaged and loves delicious recipes with a simple twist.



45% female
55% male



33% aged 25-34
27% aged 35-54

CURRENTLY RANKED IN THE TOP 20 OF
AUSSIE FOOD BLOGGERS

WEBSITE STATS

300,000+

monthly pageviews

40%

traffic from Australia

40%

traffic from United States

SOCIAL STATS



31,000
followers

@itsnotcomplicatedrecipes



1,000
followers

@itsnot_recipes



14,000
followers

@itsnotcomplicatedrecipes



2.5 Million
monthly viewers
14,100
followers

@itsnotcomplicated

SERVICES OFFERED

- Sponsored Posts
- Social Media Promotions
- Brand Ambassador
- Recipe Development
- Product Reviews
- Attending Events

PRICING

Pricing is dependent on whether you would like a monthly services package or a one-time collaboration. Please contact me for more details!

CONTACT INFORMATION

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thank you