

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.



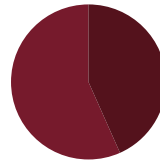
i look forward to speaking with you!

alex xo

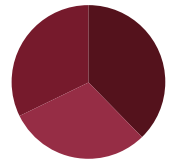


A LITTLE BIT ABOUT MY *audience*

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 #11 ON AUSSIE
FOOD BLOGGERS

WEBSITE STATS

50,000+
monthly pageviews

40%
traffic from Australia

40%
traffic from United States

SOCIAL STATS



10,000
page likes

@itsnotcomplicatedrecipes



700
followers

@itsnot_recipes



12,000
followers

@itsnotcomplicatedrecipes



1.5 Million
monthly viewers
@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

alexandra@itsnotcomplicatedrecipes.com

www.itsnotcomplicatedrecipes.com

PO Box 12275, Sturt Street
Adelaide SA 5000
Australia

thank you