

**CLASSIC RECIPES  
SERVED WITH A SIDE  
OF NOSTALGIA**



## MEDIA KIT

### ABOUT LIBBY

Libby is a lawyer by trade and an experienced food blogger. She grew up in the Hunter Valley in Australia and lived in Sydney for 20 years before returning to the Hunter Valley with her husband and two daughters in 2019.

She is Australian, with Scottish, English, Russian and Aboriginal ancestry. Libby loves gardening, finding treasures at op shops and – of course – cooking.

### ABOUT THE BLOG

Libby started Cooking with Nana Ling in 2018, inspired by her own lifelong love of home cooking, the vast collection of hand written and collected recipes she inherited from her great grandmother, and the recipes she watched her mum (a pastry cook by trade) and nan make as she was growing up.

Cooking with Nana Ling's loyal audience of home cooks love re-discovering forgotten recipes, finding all their favourites and taking a little trip down memory lane.

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# RECIPE POSTS



GREAT REVIEWS:  
Curried Sausages



NEW:  
Baileys Cheesecake



TRAFFIC SPIKE:  
Traditional Trifle

## REACH

3 January 2023 | Last 30 days

195k +

Active Users

6k+

Email List  
Subscribers

325k+

Page Views

## SOCIAL

3 January 2025 | Last 30 days

28k+/  
561k+

Facebook  
followers/  
reach

13k+/  
1m+

Pinterest  
followers/  
impressions

11k+

TikTok  
followers

### LET'S CHAT ABOUT WORKING TOGETHER:

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## SERVICES

**Recipe development**

**Food photography**

**Copywriting**

**Giveaways**

**Sponsored content**

**Brand ambassador**

## DEMOGRAPHICS

Australia: 72%

US: 8%

UK: 6%

NZ: 5%

Other: 9%

45-54: 20%

65+: 20%

55-64: 19%

35-44: 18%

25-34: 15%

18-24: 8%

Women: 75%

### AS SEEN ON:

Channel 7, ABC Radio, Daily Mail