

COOKING WITH
Nana Ling
CLASSIC RECIPES
SERVED WITH A SIDE
OF NOSTALGIA

MEDIA KIT



"Libby has a really natural way of presenting that comes across as genuine, which is exactly what works in ads. Most influencer content feels forced but hers doesn't."
- Kai, Xinzuo Australia

ABOUT LIBBY

Libby is a lawyer by trade and an enthusiastic home cook and recipe blogger. She grew up in the Hunter Valley in Australia and lived in Sydney for 20 years before returning to the Hunter Valley to live on acreage with her husband and two daughters in 2019.

LIBBY HAS WORKED WITH...

McWilliams Wines (Iconic Australian winery)
Golden Shore (Australian food brand)
SolidTechnics (Australian-made cookware)
Xinzuo Australia

ABOUT COOKING WITH NANA LING

Libby started Cooking with Nana Ling in 2018, inspired by the vast collection of handwritten and collected recipes she inherited from her great-grandmother, Nana Ling. She continues to share these recipes along with those she watched her mum (a pastry cook by trade) and nan (best sponge cook ever) make as she was growing up. She regularly scours op shops for retro Aussie community cookbooks (which often contain more classic recipes and long-forgotten gems).

AS SEEN ON:

[Channel 7](#), [ABC Radio](#), [Daily Mail](#)

THE WEBSITE

cookingwithnaling.com



HIGHLY RATED:
Tomato Sauce



POPULAR ON SOCIALS:
Christmas Jelly Slice



CLASSIC:
Pavlova



TRAVEL INSPIRED:
Fijian Coconut Pie

SOCIALS

April 2026 | Last 28 days

@cookingwithnaling



Facebook – strongest performing platform
50k+ followers
1.1M+ reach
Rising creator and Original creator badges



TikTok
14k+ followers



Pinterest
13k+ followers/377k+ impressions



Instagram
1.6k+ followers/2.4k+ views

LET'S CHAT ABOUT WORKING TOGETHER:

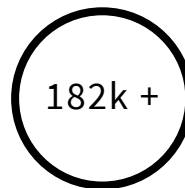
My recipe blog is technically a “business”, and I earn ad revenue and collaborate with brands from time to time. I enjoy working with loved Aussie brands and brands that Aussies love. What drives the brand I’ve created, though, is love, honesty, simplicity and joy. Before creating any type of content, I ask myself how it will serve my audience and... “What would Nana Ling think of this?”

e: hello@cookingwithnaling.com

m: +61 413 281 152

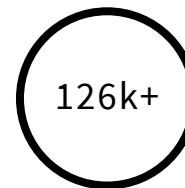
REACH

April 2026 | Last 30 days



182k +

Sessions



126k +

Active Users



223k +

Page Views

Email list: 20k+ (weekly email/50% open rate)

AUDIENCE

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.

Cooking with Nana Ling is written for an Australian audience, and that’s reflected in audience analytics:

| | |
|----------------|------------|
| Australia: 78% | 45–54: 20% |
| NZ: 7% | 65+: 20% |
| UK: 4% | 55–64: 19% |
| US: 4% | 35–44: 18% |
| Other: 7% | 25–34: 15% |
| | 18–24: 8% |
| Women: 75% | |