

NOTSOBASICLONDON

MEDIA PACK 2020

ABOUT NOTSOBASICLONDON

NOTSOBASICLONDON is your complete guide to London whether you're a tourist or a local. Here you'll find lots of great guides to help you experience London in the best and most delicious way possible. I started NOTSOBASICLONDON in 2015 after moving here from a small place in Wales. I spend most of my days exploring the city and pride myself on my insider knowledge. It is my mission to pass this knowledge on to my followers and readers.

UNIQUE SELLING POINTS

- A focus on providing detailed, valuable information to my audience that is genuinely helpful and useful
- Personable, relatable and authentic. People feel like they are talking to a trusted friend rather than a 'brand'
- Recognisable and unique content style
- Creative and engaging photography





KEY STATISTICS

WEBSITE STATS

- Average Monthly Unique Page Views: 53,000
- Average Monthly Sessions/Users: 45,000
- Number #1 on Google for search term 'London Food Blog' & 'London Food'
- Page #2 of Google for search term 'London Blog'
- Read in 154 countries.
- Nominated for Blogosphere Food Influencer of the Year
- Gender 75% Female 25% Male
- Ages 25-34 (52%) 18-24 (12%) 35-44 (16%)
- 1,300 Email Subscribers

SOCIAL MEDIA

- Instagram Followers: 35,000 +
- Instagram reach (month): 150,000+
- Pinterest: 500,000+ monthly unique visitors
- Facebook: 1,029 Followers
- Featured on SquareMeal's Top London Instagram Accounts
- Ages 25-34 (50%) 18-24 (23%) 35-44 (17%)
- Gender 76% Women 24% Men

17 London food Instagram accounts you need to follow

Warning: might result in serious food envy

SQUAREMEAL

FEATURE IN SQUAREMEAL
ARTICLE 2020

London can be an overwhelming city in general, and when it comes to choosing where to eat, there are enough options out there to make anyone confused. Food blogger Charlotte is here to help, with her 'best of' roundups and tailored walking tours of London that take in all the sights and hottest foodie spots. Her Instagram feed is as useful as her blog, providing a constant stream of envy-inducing food shots.

CAREER

How To Create A Successful Side Hustle

SHEERLUXE

FEATURE IN SHEERLUXE ARTICLE
2019

Charlotte Moulder, Not So Basic London: "Don't wait until everything is perfect"

Charlotte moved from Wales to London seven years ago and fell in love with the city's food scene. By day she works at a theatre and production company in the West End but by night (and at the weekends), she visits the best restaurants and pop-ups on London's food scene for her blog, [Not So Basic London](#). Through this and her Instagram, she has amassed quite the following who rely on her opinion for which food spots to spend their hard-earned cash – in fact, she currently has over 28,000 followers that hang on to her every recommendation.

With the success of her blog she started to work with brands and PRs on food collaborations and now also runs a monthly supper club called The London Food Social, a monthly meet-up for foodies at different restaurants.

"My number one piece of advice would be this: Don't wait until everything is 'perfect' to take action," she says. "It's only through action that you get clarity. I've been my own worst enemy at wanting to 'start at the end' and have everything neatly packaged in a bow before I could hit that publish button or send that email. Truth is, it's only by doing we understand what works for us and what doesn't, what works for our audience and what doesn't. Just do *something* and if it works, that's great. But if it doesn't, then that's okay too, but you'll never know until you take action."

Work With Me



I WOULD LOVE TO COLLABORATE WITH YOU ON THE FOLLOWING TYPE OF CONTENT:

- Commissioned Blog Posts
- Social Media Promotion
- Freelance Writing
- Travel and Press Trips
- Product & Service Reviews
- Website Advertising Space
- Social Media Consultancy & Management.

If you would like to work with me on something you don't see on this list I'd love to hear your ideas. I am very open to what I can offer to your brand.

PREVIOUS COLLABORATIONS INCLUDE

Visit London - Lufthansa Airlines - Lindt Chocolate, Insider Food - Odeon Cinemas - Culture Trip - St Pancras International - SpareRoom - Daniel Wellington - Pizza Express - Uber Eats - Gousto Recipe Boxes - Experience Days - Goodfellas - Sainsburys - Devour Tours

Get in Touch!

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Social Media

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Website

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