

# OLIVE

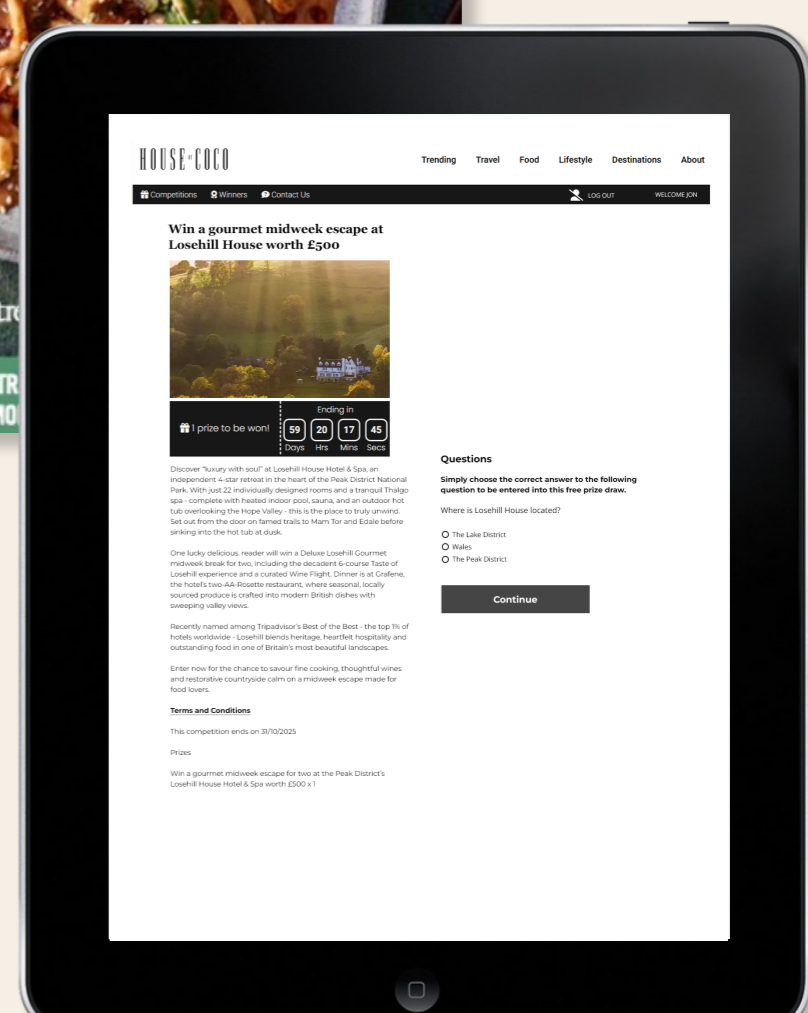


## The Brand

olive provides expert, insider knowledge to elevate every meal, encouraging curiosity so that you can enjoy the best food experiences at home and beyond.

olive is created by the same expert team as the market-leading BBC Good Food and contains thoroughly tested recipes and recommendations which are 100% trustworthy. As well as thousands of recipes, olive offers interiors inspiration for the kitchen and insider guides to travel, restaurants, health and drinks including wine, cocktails and coffee.

The brand includes an award-winning podcast and ever-growing social channels.



[View the olive Magazine Website](#)

## olive Magazine brand key statistics

<b>Digital and print</b>	<b>Monthly page impressions:</b> <b>2.7m</b>	<b>Digital users:</b> <b>1.2m</b>
	<b>Dwell time:</b> <b>3m 52s</b>	<b>Monthly print readers:</b> <b>233k</b>
<b>Social</b>	<b>Facebook followers</b> <b>578k</b>	<b>Instagram followers</b> <b>202k</b>
	<b>X followers</b> <b>202.5k</b>	<b>YouTube subscribers</b> <b>2.46k</b>

Figures are for the olive Magazine brand site  
Statistics courtesy of the olive Magazine media pack

## Competition and brand example

Vegetarian | Podcast | Gifting | Reviews
Sign in | Register

OLIVE

Recipes ▾
Bake ▾
Entertain ▾
Health ▾
Travel ▾

🎁 Competitions
👤 Account Details
🏆 Winners
🗨 Contact Us
🚪 Log Out
Welcome Alan

### Win the ultimate Redefine Meat bundle

🏆 10 prizes to be won!

Ending in  
40 14 14 9  
 Days Hrs Mins Secs

Redefine Meat is giving ten lucky winners the chance to win the ultimate New-Meat™\*\* bundle. Perfect for anyone looking to elevate their next meal and experience plant-based like never before, the bundle features all seven Redefine Meat products now available at ASDA.

Known for creating premium plant-based products that look, cook, and taste just like real meat, Redefine Meat's award-winning new-meat range delivers a restaurant-quality experience straight from your freezer. Each prize bundle includes:

- Redefine Flank Steak – The world's first plant-based steak, perfect for grilling or roasting.
- Redefine Lamb Kofta Mix – Transform into rich and flavourful kebabs, curries, or even shepherd's pie.
- Redefine Premium Burgers – Juicy, award-winning patties that cook straight from frozen.
- Redefine Pulled Pork – A classic pub-grub favourite, ideal for sandwiches or quesadillas.
- Redefine Pulled Beef – Suitable for a wide range of dishes from tacos and ragus to stir-fries and sandwiches.
- Redefine Beef Mince – Perfect for lasagne, bolognese or meatballs.
- Redefine Shawarma – A Mediterranean favourite for wraps, bowls or flatbreads.

Delicious recipe inspiration.  
All products are high in protein, non-GMO, and completely free from animal ingredients – proving plant-based can be every bit as delicious as the real thing.

The range is available in the frozen aisle at ASDA in store or online.

\*Does not contain animal products.

Terms & Conditions

This competition ends on 08/12/2025.

Prizes

Redefine Meat Product Bundle x10

Question

Simply choose the correct answer to the following question to be entered into this free prize draw.

Redefine Meat's products are made entirely from:

Beef  
 Lamb  
 Plants

Enter Competition!

[View Competition website](#)

## Competitions and Prize Sponsor Benefits

### Why become a Competition Sponsor?

To work with us on this opportunity, please call one of our team on **0114 399 0828** or register your interest below.

The minimum prize value (MPV) for this publication is £500.

Benefits of providing prizes for competitions:

- A unique opportunity to promote existing products and service or promote new opportunities.
- Positive brand association
- 4 weeks promotion
- The brand images and product description used in the blurb
- The multi-choice question tied to the brand for brand reinforcement
- Marketing of the competition

**Only available to the Prize Sponsor**

### Prize Sponsor Benefits:

You also have the option to take the following features (additional cost may apply for some of these features).

- Data capture** - This is a brilliant opportunity to ask the users engaging with the competition if they would like to opt in to hear from the brand. This compares favourably to most other data capture opportunities, has brilliant responses and is compliant with all UK law including GDPR.
- Links** - These can be used for driving traffic and/or for helping with SEO.
- Embedded video** - If you have a promotional video, we can include this in the competition text.
- Additional promotion via social media, main newsletters, etc.** Please ask for availability and costs.

**DMRi**  
 DATA ■ MARKETING ■ RESULTS ■ INNOVATION