

Talking Points for Instagram and Facebook Live

- Celebrating 3 years as the only body-positive print magazine on newsstand shelves
- THANK YOU to contributors, subscribers, followers and advertisers for an amazing 3 years
- Over the past year we have been focusing on growth –
 - Reached out to Walmart USA to expand
 - They don't believe that the world is ready to see plus size representation on the newsstand shelves and they don't think anyone will buy it
 - I was outraged, of course people want to buy the magazine, fabuplus has grown a community of 100 thousand women strong, surely you are supporting us and buying our magazine – but when we pulled the numbers – they were right – out of the 20,000 magazines that print each issue – only 10% of you are buying them – that is only 2,000 magazines out of 20,000. Quite frankly, I am totally shocked at that news.
 - What that also means is that 18,000 magazines are being recycled each issue – that is a lot of trees and something that is not eco friendly or sustainable from my perspective
 - That sent us a clear message – that our community does not want a print magazine after all – because if you did, you would be purchasing it and supporting us.
- We're RE-IMAGINING how we distribute our body-positive / weight-neutral content
- We live in a culture of IMMEDIACY
- We know that YOU are very engaged and very tech-savvy
- As a response, we will become a more DIGITAL, VIDEO and SOCIALLY-led brand
- fabUplus will now deliver online content WEEKLY, rather than in our current quarterly PRINT format
- So, all the health, fitness and lifestyle articles will be JUST A CLICK AWAY
- This will allow MORE OPPORTUNITIES for models, bloggers and contributors to be featured regularly
- Oh, but don't worry, for those of you who love HOLDING A PRINT MAGAZINE, we will produce a SPECIAL PRINT EDITION at least ONCE A YEAR
- In addition to these exciting changes, fabUplus is creating a space for the body-positive community to BREAK OPEN CONVERSATIONS on what matters to us most
- INTRODUCING *CURVY CONVERSATIONS*™, an INTERACTIVE YouTube video show that will take our content to the next level
- We are going to have live *CURVY CONVERSATIONS* with people in the body-positive movement: influencers, models...and others with fascinating stories and opinions tackling difficult conversations,
 - Like why brands do not design larger than a 2x or why our clothes cost more than straight sizes.
 - We are also going to be digging deep and getting to the heart of the matter –
 - like can you be body positive and lose weight,
 - how do we talk to our children and families about weight bias, what is weight bias and how to we work together to eliminate it
 - How do you gain confidence and learn to love your plus size body when you live in a world where we are constantly being told that we are not good enough.

- fabUplus has always been about building a community and lifting women up, helping women build body confidence, it was never about being a publishing company.
- We are super excited about this new direction and we hope you are too!!
- If you would like more information or if you would like to be a guest on our show – please reach out to me at Shannon@fabuplusmagazine.com