

fabUplus

Exciting Changes at fabUplus magazine fabUplus Celebrates 3 Years & Announces Transition to Digital

Beginning July 1, 2019, fabUplus magazine will be re-imagining how we distribute our body-positive, weight-neutral content.

As the only body-positive print magazine on newstand shelves, we are uniquely positioned to give our followers and subscribers more of what they love on a more frequent and consistent basis. This opens a multitude of engaging and innovative opportunities for our advertising partners as well.

fabUplus magazine will produce a Special Edition print issue at least once a year, so that those who love the feeling of print in their hands will be able to continue enjoying the body-positive pages of our magazine.

fabUplus founder and publisher, Shannon Svingen-Jones is excited about the change.

“We’ve been running for 3 years. During this time we’ve learned a lot and we’ve listened a lot. What we know is that our audience is highly engaged and very tech-savvy. We’re in a culture of immediacy that print is not able to serve well,” Shannon says. “In order to give the body-positive community the publication that they most want to see, fabUplus will become a more digital, video and socially-led brand.”

What does that mean?

- fabUplus will now deliver online content weekly rather than in our current quarterly print format
- New body-positive content: health, fitness and lifestyle at your fingertips
- Additional opportunities for models, bloggers and contributors to be featured regularly
- More opportunities for advertisers who value our body-positive community

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. Announcing: **#curvy conversations**, an interactive YouTube video show that will take our print and online content to the next level. These curvy conversations will allow our community to weigh-in on the hottest topics in the body positive movement – we will dive in and have heartfelt conversations with brands, models, bloggers, influencers and much more. We are going to get right to the heart of the matter and explore body positivity from a whole new perspective, allowing our community to engage, interact and share their thoughts and opinions.

fabUplus would like to thank our contributors, subscribers, followers and advertisers for an amazing three years. We look forward to continuing to grow our community together.