

ELLE QUÉBEC

Draws INTERNATIONAL ATTENTION!

The May 2013 issue of ELLE QUÉBEC showcasing **diversity** and the popular **No Make-up Day** had an **incredible impact** in Québec and Canada and on the international scene. For the first time since 1997, a fashion model wearing size 14 had pride of place on the front page of the magazine. The magnificent Québec model Justine LeGault agreed to pose for the cover and to support the ELLE QUÉBEC initiative. There were also a number of **features online** and in the magazine that celebrated diversity and different kinds of beauty.

Here's an overview of the impacts, showing the power of ELLE QUÉBEC as **a magazine that covers every trend!**



10+ comments on the international scene

1 comment and **2** interviews on TV, including one on the Pénélope McQuade show

10+ comments and interviews on the radio, including Radio-Canada and Rouge FM

55+ comments in newspapers, websites and blogs around Québec

3 000+ interactions with readers through emails and social media

30 000+ video views related to diversity and different kinds of beauty on ellequebec.com

80 000+ page views of features related to diversity and different kinds of beauty on ellequebec.com

285 000+ prints on the ELLE QUÉBEC Facebook and Twitter accounts

And even **1** illustration inspired by the cover page, for the blog Curves illustrated!

ENGLAND
Online media

AUSTRALIA
Online media

"Fashion magazines are not known for celebrating curves but ELLE QUÉBEC has bucked the trend by elevating a plus-size model to covergirl status in its most recent issue."

– **The Australian Women's Weekly**

BELGIUM
Blog

BOSNIA-HERZEGOVINA
Online media

UNITED STATES
Online media and blogs

"Three cheers for ELLE QUÉBEC, who decided to give their readers a gift this month with an awesome new cover model."

– **Huffington Post US**

FRANCE
Online media and blogs

JAPAN
Online media

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