Different body sizes have different societal and cultural meanings, and these social constructions are shaped in part through media images and representations. This study examines the effects of a 2009 *Glamour* image of a plus size model. More than a thousand reader comments on an online blog post were qualitatively coded using the constant comparative method. The themes that emerged can be categorized three ways: the role of social comparison in readers' meaning-making behavior, the language used to describe body sizes, and readers' expectations for magazine content. This study found that social comparison processes played a large role in the affinity readers expressed for the magazine. Finally, the researcher found that readers expressed a desire to see more diverse bodies represented in the magazine. Implications of this research include insight into how women assign meaning to their bodies through social comparison to bodies they see in media, the social language used to describe bodies, and the potential ramifications for greater acceptance on the part of magazine editors of the use of plus size models.