



# up here

THIS MONTH IN CANADA'S FAR NORTH

2017 MEDIA KIT

## 2017 CIRCULATION & DISTRIBUTION

**For over 30 years**, Up Here has been Canada’s window to the North. Named “Magazine of the Year” by the National Magazine Awards in 2010, the magazine is the premier showcase of the people, places and events of our nation’s frontier.

There is no publication like Up Here. It is the only magazine covering the entire North, and is pored over and prized by Northerners and Southerners alike.

**Twelve times annually** it brings alive the Northwest Territories, Nunavut and Yukon, through vivid photography, hard-hitting reports and business news, live-the-experience travel features, and gripping stories of adventure and survival.

Up Here’s focus may be Northern, but its reach is national—even global. Each issue is viewed by some **100,000 readers**.

It is the in-flight magazine for Canadian North and is in the seat pockets on all scheduled and charter flights. Over **2,000 copies can be found in airports throughout the North**, and over 1,000 are on Calm Air flights and many more on Summit Air and Air Tindi. It has a steady **paid subscriber base** and is available on more than **200 newsstands across Canada**, including Chapters/Indigo and Shoppers Drug Mart. On average, **1,200 copies per issue are distributed to Premium lounges in airports** across Canada and another 500 are distributed through VIA Rail lounges. In addition, it is mailed to medical and dental offices, hotels and motels, restaurants, visitor centres, schools, conferences, coffee shops and businesses in all three territories. Up Here partners with organizers of tradeshow, conferences and other special events many times a year to ensure you increase your advertising reach even further. Up Here remains your trusted source to advertise your service or product to northerners and people living outside of the North.

Each issue, we print and circulate up to **30,000 copies** of Up Here magazine, the only Pan-Territorial CCAB Audited Magazine in the North.

For further information, or to reserve your advertising space in Up Here or on uphere.ca, contact one of our representatives.

### Sales Representative

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## 2017 EDITORIAL CALENDAR

ISSUE	THEME	AD CLOSE	MATERIALS BY	ON SALE
<b>JANUARY</b>	Travel	Nov. 25, 2016	Nov. 29, 2016	Jan. 1, 2017
<b>FEBRUARY</b>	Heroes	Dec. 23, 2016	Dec. 28, 2016	Feb. 1, 2017
<b>MARCH</b>	Arctic Islands	Jan. 23, 2017	Jan. 25, 2017	Mar. 1, 2017
<b>APRIL</b>	Transportation	Feb. 20, 2017	Feb. 22, 2017	Apr. 1, 2017
<b>MAY</b>	Northern Hikes	Mar. 27, 2017	Mar. 29, 2017	May 1, 2017
<b>JUNE</b>	Midnight Sun	Apr 24, 2017	Apr 26, 2017	June 1, 2017
<b>JULY</b>	Small Business Success	May 22, 2017	May 24, 2017	July 1, 2017
<b>AUGUST</b>	Cabin Life	June 19, 2017	June 20, 2017	Aug. 1, 2017
<b>SEPTEMBER</b>	Education	Aug. 2, 2017	Aug. 2, 2017	Sept. 1, 2017
<b>OCTOBER</b>	Arts	Aug. 28, 2017	Aug. 30, 2017	Oct. 1, 2017
<b>NOVEMBER</b>	Below Ground	Sept. 25, 2017	Sept. 27, 2017	Nov. 1, 2017
<b>DECEMBER</b>	All About Snow	Oct. 23, 2017	Oct. 25, 2017	Dec. 1, 2017

In addition to the stories of people, places and adventure in the North that readers have come to expect from Up Here, in 2017 we plan to include themed special sections in each edition of the magazine. In those sections, we will hone in on a fascinating aspect of life in this grand region and tackle it from its most interesting angles. Here are the themes for those sections:

### **JANUARY: Travel**

You know the mountains of the Nahanni, but have you seen the whalebone houses on the small Arctic island of Kekerten? In a special section on travel, we're showing off the parks of Canada's North, from those big and well known to the smaller secret gems.

**Ad Close: November 25, 2016**

**Material Due: November 29, 2016**

### **FEBRUARY: Heroes**

This month we will be celebrating the Rescuers—from search and rescue professionals to volunteers to ordinary people in the right place at the right time, we're sharing stories of bravery from across the North.

**Ad Close: December 23, 2016**

**Material Due: December 28, 2016**

### **MARCH: Arctic Islands**

Join us for an exciting issue in which we will chart the Arctic Archipelago. We'll show you what treasures lie in the islands of the Far North, what lives in the most extreme end of our country, and tell the stories of those who live and travel there.

**Ad Close: January 23, 2017**

**Material Due: January 25, 2017**

### **APRIL: Transportation**

It's easy to forget that much of the North as it stands today was shaped by trade and hunting routes, and similarly today's highways are no arbitrary paths. In this issue we're telling the stories of the transportation corridors that shaped the North.

**Ad Close: February 20, 2017**

**Material Due: February 22, 2017**

## 2017 EDITORIAL CALENDAR

### **MAY: Northern Hikes**

In this issue, we're presenting readers with an in-depth guide to hiking in the North—with maps, expert tips and thrilling stories of putting boots to ground across the three territories.

**Ad Close: March 27, 2017**

**Material Due: March 29, 2017**

### **JUNE: Midnight Sun**

In this month of 24-hour daylight, we're examining how to get the most out of life under the midnight sun. This special section will include stories "in their own words" of adventure and romance when the sun doesn't set.

**Ad Close: April 24, 2017**

**Material Due: April 26, 2017**

### **JULY: Small Business Success Stories**

In the North, sometimes to have a big effect you have to really start small. In this issue, we're examining entrepreneurs and small-scale businesses across the North that are creating local economies in the country's most remote communities—with grit and Northern style.

**Ad Close: May 22, 2017**

**Material Due: May 24, 2017**

### **AUGUST: Cabin Life**

Our August special section will show you the North's good life. We'll look at the range of lifestyles, from fish shacks in Nunavut to luxury log cabins below the treeline, and everything in between; plus, we'll round up the best tips on foraging, the best bush recipes and show you just how good the simple things in life can be.

**Ad Close: June 19, 2017**

**Material Due: June 20, 2017**

### **SEPTEMBER: Education**

In this back to school special, we're giving readers a guide to the Northern curriculum—everything from studying in our schools to learning from the land.

**Ad Close: August 2, 2017**

**Material Due: August 2, 2017**

### **OCTOBER: Arts**

In a special section on arts, we're charting the history of sculpture in the North—from a tradition hinted at by relics left behind to a booming industry with an incredible aesthetic unlike anything the world had ever seen.

**Ad Close: August 28, 2017**

**Material Due: August 30, 2017**

### **NOVEMBER: Below Ground**

In addition to our usual round-up of stories and stats from the year in mining, we're presenting a catalogue of what's been found across the North—if you look closely, perhaps you'll spot the next bonanza.

**Ad Close: September 25, 2017**

**Material Due: September 27, 2017**

### **DECEMBER: All About Snow**

To close off the year, we're looking at the most iconic element of our North: Snow. Because there's more to it than you think. In true Up Here fashion, we'll show readers how to read the snow (from which types are best for iglus to characteristics that can guide you home), and how this winter blanket shapes our lives. Plus, in this issue we'll reveal our Northerner of the Year.

**Ad Close: October 23, 2017**

**Material Due: October 25, 2017**

## 2017 ADVERTISING RATES



DISPLAY ADS	1X	3X	6X	12X
1 Page	3300	3150	3000	2850
2/3 Page*	2600	2450	2300	2200
1/2 Page island*	2300	2200	2100	2000
1/2 Page	2100	2000	1900	1800
1/3 Page (horizontal)*	1800	1675	1550	1425
1/3 Page (square or vertical)	1450	1350	1275	1175
1/4 Page	900	850	800	750
1/6 Page	700	650	625	600
2 Page spread	6300	6150	6000	5850
1/2 Page spread	4500	4300	4100	3900
Outside back cover	5000	4800	4600	4400
Inside covers	4000	3800	3600	3400
MARKETPLACE				
1/6 Page marketplace	600	575	550	525
3 Inch marketplace	450	400	375	350
2 Inch marketplace	325	300	275	250
1 Inch marketplace	150	145	140	130
BUSINESS DIRECTORY				
1/8 Page marketplace	425	400	375	350
WEBSITE				
Block - all pages**	375	350	325	300
Leaderboard - all pages**	425	400	375	350
Skyscraper - all pages**	400	375	350	325

\* indicates yours will be the only ad on the page

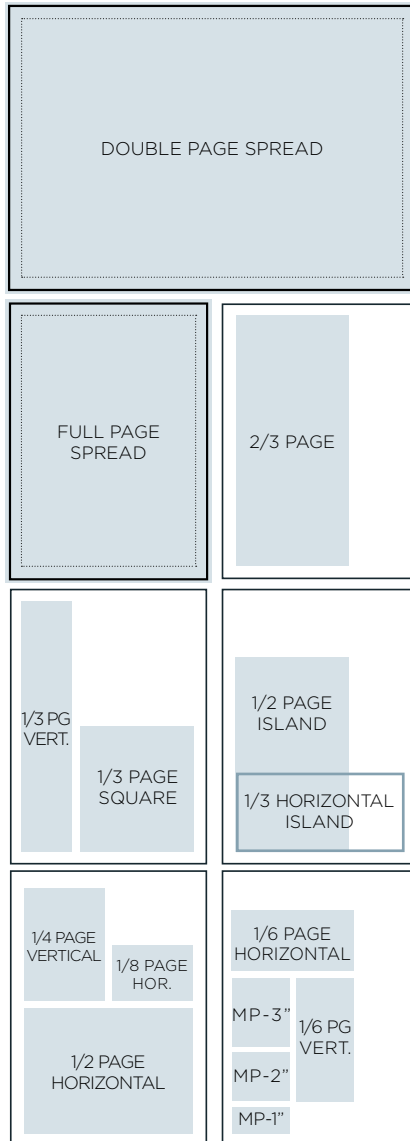
\*\* linked from uphere.ca to your website.

### TERMS AND DISCOUNTS

All advertising subject to Canadian goods and services tax unless exemption number accompanies order. A service fee of 2% per month (24% per annum) is charged on overdue accounts. First time advertisers are required to pay up front by closing date for their first advertisement. Frequency rates are offered only with signed contracts listing specific issues and received by first closing date. Visa or Mastercard accepted. (Note: Publisher reserves the right to refuse any advertising it deems not in keeping with the policies of the publication, or that does not meet its publication standards.)

NOTE: All prices are Net, in Canadian funds.

## 2017 ADVERTISING DIMENSIONS

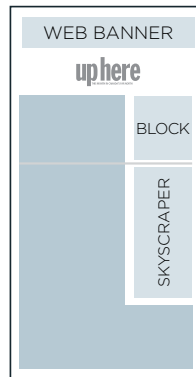


### DISPLAY ADS (300 dpi PDF)

Double Page Spread		
LIVE	15.25"	x 9.875" (required)
TRIM	16.25"	x 10.875" (required)
BLEED	16.50"	x 11.125" (required)
Full Page		
LIVE	7.125"	x 9.875" (required)
TRIM	8.125"	x 10.875" (required)
BLEED	8.375"	x 11.125" (required)
2/3 Page	4.833"	x 9.875"
1/2 Page Island	4.833"	x 7.767"
1/2 Page Horizontal	7.250"	x 4.833"
1/3 Page Vertical	2.333"	x 9.875"
1/3 Page Horizontal	7.250"	x 3.333"
1/3 Page Square	4.833"	x 4.833"
1/4 Page Vertical	3.583"	x 4.833"
1/6 Page Horizontal	4.833"	x 2.333"
1/6 Page Vertical	2.333"	x 4.833"

### MARKETPLACE

3"	2.333"	x 3"
2"	2.333"	x 2"
1"	2.333"	x 1"
1/8 Page (business)	3.730"	x 2.18"



### WEBSITE (72 ppi JPG/PNG)

Web Banner	728px	x 90px
Block	300px	x 250px
Skyscraper	300px	x 600px

**LIVE** is the area in which all text, logos and pertinent graphics must lie on the page.

**TRIM** is the edge of the page in the final magazine.

**BLEED** is the extra 1/8 inch around the page that must be printed before the pages are trimmed to their final size.

## 2017 EFFECTIVE ADVERTISING GUIDELINES

A good advertisement will have a clear message that you want to get across to your audience. Try to have your message communicate one thing that you want to sell. Try to avoid advertising more than one product or service in your message, as this can become unclear, cluttered, or confusing.

### **TIPS FOR WRITING EFFECTIVE ADVERTISEMENTS**

Effective advertising can get people interested in your business or service quickly and explain your product(s) or service(s) clearly. Keep this list of tips handy for writing eye-catching, persuasive ad copy (written content):

- Make your ads relevant and memorable.
- Find, or invent, a creative hook.
- Write the way people think.
- Before writing an ad, know why people buy your products or services.
- Deliver the same message across all media.
- Keep it simple; the consumer doesn't have time for complex copy.
- Deliver your message with clarity.

### **PHOTOGRAPHY: PUT YOUR BEST FOOT FORWARD**

It is important when using photography in your ads that you try to provide professional high-quality imagery to make the most out of your ad and to make your product or service look its best. This can be achieved by using stock photography (online stock photo websites), hiring a professional photographer, or doing it yourself by using a quality camera, good lighting and knowledge of how the photo may appear in the ad. Also, try to ensure that products, vehicles, buildings and background in photos are as clean and tidy as possible. For image resolution information, please refer to the section on Technical Specifications.

### **LAYOUT: KEEP IT SIMPLE**

The layout of your ad is equally important to the writing and photography in communicating your message effectively. The information in your ad should follow a logical hierarchy that is easy to follow. Our design team is great at putting together effective advertisements and can help you get your message across to your target audience. We will send you a proof of the ad via e-mail and give you the opportunity to make changes before it gets published.



## 2017 TECHNICAL SPECIFICATIONS

### PHOTOGRAPHY:

- Resolution should be 300 dpi. (Because your computer screen displays at ~72 dpi, this results in a photo onscreen that appears about 3-4 times larger than the image that will run in print.)
- File sizes will usually be around 200-500KB for very small photos, or 2-20MB for a full page (these are estimates only, varies by photo).
- Please send your images as: JPG, TIF, TIFF, or RAW files.
- Try to ensure that vehicles, buildings and background in photos are clean if possible. Photo editing can remove some elements like power lines, but it may not be possible to clean up fingerprints.
- Photos taken from websites are usually too low resolution for print publishing. If this is the only place photos are available, please remember that they will print about 1/4 the size they appear online (see inset photo in 72 dpi example).

### LOGO:

- Logos should be in vector formats such as: EPS, AI, SVG or perhaps PDF.
- If vector formats are not available, then a high resolution GIF, JPG.
- Backgrounds should be white or transparent.
- Logos taken from the internet are usually too small for print publishing.

### OTHER FORMATS:

- Formats like Word, Powerpoint and Publisher are unreliable. Objects and fonts may change in both style and alignment. In addition, image resolutions are often reduced when included in these formats. Please send the images as attachments where possible.

Should you be required to send files in this format, a PDF of your ad will be sent to you for confirmation that it appears as you desire.

- When sending in InDesign files, please ensure that all supporting files are 'packaged' and sent in also. For help with this process, please contact us and our in-house designer will assist you.

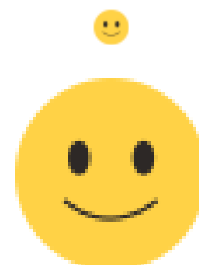


300dpi (print)

72dpi (web)



Vector



jpeg, gif, png (raster)