



MEDIA KIT

WHERE THE NORTH GETS DOWN TO BUSINESS

UHB

UP HERE BUSINESS



Up Here Business is back!

The first issue of the new version of Up Here Business (UHB)
will be released in **February 2018:**

Issued quarterly

At least 100 pages per issue

Printed on quality paper stock, perfect bound

Award winning, provocative editorial

New visual look

Print run of 15,000 copies

CONTACTS

Co-Publishers:

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The logo for Up Here Business (UHB) is a black square with the letters 'UHB' in white, bold, sans-serif font. It is positioned in the bottom right corner of the page, above a decorative border of orange and red triangles.



Editorial Goals

- To be the publication of record for the Northern business community and the go-to publication for other businesses and agencies with interests in the North
- To set new journalistic standards in Northern publishing especially in the business category
- To create a fast-paced magazine that features a well-constructed mix of short, mid-length and long form stories and graphics
- To be valued equally by the business communities of Yukon, NWT and Nunavut
- To foster communications and co-operation between the business communities of Yukon, Northwest Territories and Nunavut.
- To develop a compelling online and multimedia presence.

Issue Previews & Deadlines

In addition to feature articles, each issue will include nearly a dozen columns or departments covering a range of topics of interest to businesses – large and small.

Winter 2018 — RELAUNCH ISSUE

- Who's In Charge: The North of 60 Power List.
- When Grass Goes Green: How to Sell Pot in the North.
- Dev Corps: Who Are They... And What Do They Own?

ALSO

Where Big Ideas Come From: A Look Behind the Scenes at the Yukon Innovation Centre.

Reservations by: December 22
Materials deadline: January 3

Spring 2018 — TECHNOLOGY ISSUE

- Next Frontiers: Can New Technology Rewrite the Economics of Northern Mining?
- Business Re-Model: How Entrepreneurs Are Using New Tech to Break Down Old Barriers.

ALSO

The Northern HR Crisis: The Problems (and the Possible Solutions)

Reservations by: March 30
Materials deadline: April 4

Issue Previews & Deadlines

Summer 2018 — ENERGY

- Can Renewables Make a Real Difference in the North?
- Remembrance Of Things Past: Has the Potential for a Northern Energy Industry Simply Come and Gone?

ALSO

Rethinking Food: Can Northerners Create a Meaningful Agriculture Industry?

Reservations by: June 22

Materials deadline: June 26

Fall 2018 — INFRASTRUCTURE

- Bang for the Bucks: Which Infrastructure Projects Will Make the Most Difference to the Northern Economy?
- Getting It Right: UHB Ranks the Value of Major Northern Infrastructure Projects.

ALSO

Mining Outlook: It's 2030. Are Minerals Contributing More Or Less to the Northern Economy?

Reservations by: Sept. 28

Materials deadline: October 3



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If you would like to be added to our mailing list to receive additional information on each issue, and any special issues, contact ronne@uphere.ca.



UHB

Ad Size	1X	2X	4X
Outside back cover	5200	4800	4600
Inside covers	4200	4000	3800
2-Page Spread	6500	6300	6100
Full Page	3500	3300	3100
2/3 Page*	2700	2550	2400
1/2 Page island*	2400	2250	2100
1/2 Page (horizontal)	2200	2050	1900
1/3 Page (horizontal)*	1900	1725	1575
1/3 Page (square or vertical)	1500	1375	1250
1/4 Page	950	850	750
1/6 Page	725	675	625
1/8 Page (Business Directory)	450	400	350

* Only ad on the page

Circulation

Print run:

15,000 copies

Potential readers:

50,000 to 60,000 per issue*

Distribution Numbers

All business mailing addresses in Yukon Northwest Territories and Nunavut	3,000
Airport racks in Yellowknife, Iqaluit and Whitehorse	3,000
Copies in racks in high traffic areas in the three capital cities	2,000
Northern politicians, influencers, sector organizations, bureaucrats	1,000
Bulk quantities to airlines, hotels	1,000
Distribution at territorial and regional Business/sector conferences or trade shows	1,000
Special southern distribution via inserts in Publications (Globe and Mail, Northern Miner) and distribution at sector related shows such as PDAC, Roundup	3,500
Newsstands in northern gateway cities	500

* This is based on estimate of up to four readers for each copy of the magazine. At the end of 2018, we will conduct a readership survey to verify this number.