

# MOVE UP HERE

## 2026 MEDIA KIT

The magazine designed to meet northern staffings needs.

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# MOVE UP HERE 2026 MEDIA KIT

## ABOUT MOVE UP HERE

Staffing in the North is tough. Businesses, governments, Indigenous organizations, and NGOs are all struggling to fill roles—and it's not for lack of trying.

The truth? There just aren't enough people up here. Those with the right skills are already working. And folks down south? They don't know much about the North, and what they do know feels intimidating.

The fallout? Projects stall. Expansions pause. Some businesses shut their doors. Meanwhile, hundreds of northern jobs sit empty.

If we want to grow, we need people. That's where **Move Up Here** comes in.

In the old days, it was "Go West." Today, we say **Move Up**—a bold invitation to Canadians ready for something new, real, and wildly rewarding.

### Mandate

- Show Canadians the North is an incredible place to live, work, and play
- Get your job openings in front of motivated, qualified talent—nationwide

### Purpose:

To help northern employers fill key roles so they can grow, thrive, and take on what's next—without delays or staff shortages holding them back.



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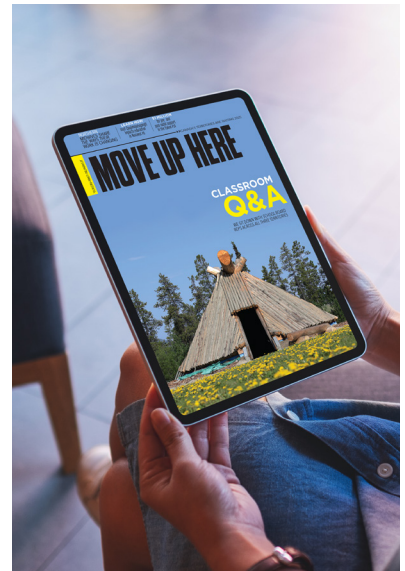
## ABOUT MOVE UP HERE

### What will *Move Up Here* Provide

- Informative content about living and working in the North
- Descriptions of northern services: health, education, housing, recreation
- Awareness of the many job openings in the North
- Awareness of northern economic growth
- Quick access to more information on job openings
- Ability to zero in on high potential markets for new employees

### How will *Move Up Here* do this?

- Publish a Move Up Here magazine 3 times per year: spring, summer, fall
- Print at least 25,000 copies of each issue.
- Post a digital, free version of the magazine online
- Post all jobs included in Move Up Here on the Up Here website jobs page (This website receives over 10,000 unique visitors each month, with over 80% being new visitors)
- Promote Move Up Here on Up Here social media platforms and in our weekly newsletter
- Place Google ads in targeted distribution markets



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## CONTENT

### What kind of content will there be in Move Up Here?

- Real stories of people who came for a year—and never left
- Straight answers to the big questions: housing, healthcare, schools, lifestyle, cost of living
- Clear-eyed insights on the northern economy and job landscape
- Honest talk about the North’s unique challenges—and all the perks that balance them out
- And of course, job listings that actually reach the people ready to make the move—whether you’re hiring specialists, service workers, or everything in between

Move Up Here isn’t just a magazine. It’s a reality check, a myth-buster, and a powerful recruiting tool.

### What Move Up Here won’t do

Need someone next week?  
We’re not your quick fix.

But if you’re looking to attract long-term talent—tradespeople, tech pros, number-crunchers, and more—*Move Up Here* puts your opportunities in front of people ready to make the leap north. This is about building a pipeline, not plugging a hole.



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## CIRCULATION

### Move Up Here Circulation

Total print run:  
**25,000 COPIES**

- 10,000 inserted into copies of Up Here magazine that are distributed outside the three territories, but within all provinces of Canada
- 15,000 copies distributed to targeted geographical markets that will change with each issue

*\*If you purchase a half page or larger, you can recommend geographical locations in Canada that you would like to reach*

### Bonuses for advertisers

1. All job openings advertised in Move Up Here will also be included on a new northern jobs page with links to your site. This page will be part of the Up Here site.
2. A Facebook advertising campaign to promote Move Up Here will be launched in each targeted geographical market as the magazine is being distributed.



### How will we distribute *Move Up Here* to geographic targets?

Move Up will be distributed via Canada Post, using targeted, unaddressed mail. We can purchase an entire community (Thompson MB has 4500 addresses) or in the case of larger communities, specific postal walks, selected from Canada Post master maps. We can deliver to home owners or apartment dwellers, who may be more mobile.

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## DISTRIBUTION

**We distribute 25,000 copies of each issue of *Move Up Here* to select provinces across Canada.**

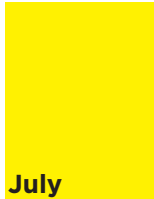
Ten thousand copies are inserted into the copies of Up Here magazine going to Canadian destinations outside the three territories. The distribution of the remaining 15,000 copies is geared to the target markets of our advertisers. For example, if we have advertisers looking for people with mining experience, we'll distribute to smaller communities with active or recently closed mines. If we have advertisers looking for social work graduates for entry level positions, we'll target universities that offer social work courses.

You tell us who you would like to reach, and we'll do the research to make sure your ad reaches a pool of people who could have the skills and experience you are seeking.



**Issue 1, Spring**  
(issued in March)

RESERVE BY: FEB 6  
MATERIALS BY: FEB 9



**Issue 2, Summer**  
(issued in July)

RESERVE BY: JUNE 2  
MATERIALS BY: JUNE 7



**Issue 3 Fall/Winter**  
(issued in November)

RESERVE BY: OCT 6  
MATERIALS BY: OCT 11

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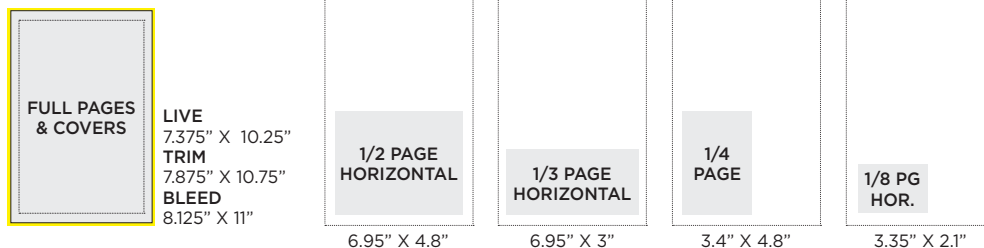
## RATE CARD

	ONE TIME	THREE TIME
Full Page	\$3,000	\$2,500
Half Page horizontal	\$1,800	\$1,600
Third Page Horizontal	\$1,200	\$1,000
Quarter Page	\$ 850	\$ 750
Eighth Page	\$ 400	\$ 350
Classified	\$ 100	\$ 100

Purchase of any of the above except Classified also includes displaying your logo and job title on the Northern Jobs page of *Up Here's* website, and including a link to your current job opening(s).

### Classified Ads

A classified ad includes **up to 40 words** of text plus a link to a more detailed job posting online, or an email address. Classified ads will not include corporate logos or other visuals.



**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.



# MOVE UP HERE

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