

Up Here

EXPLORE CANADA'S FAR NORTH

JAN/FEB ISSUE 2024

THE BIG 40. TWICE

IT'S UP HERE'S 40TH BIRTHDAY. AND IT'S ALSO TIME TO CELEBRATE 40 WORLD CLASS TRAVEL ADVENTURES AVAILABLE ONLY IN CANADA'S FAR NORTH.

With the Jan/Feb issue, Up Here magazine starts its 40th year as Canada's only pan territorial magazine covering Yukon, Northwest Territories and Nunavut. In this issue, we'll start by presenting 40 great travel opportunities in all corners of the North. Then we'll look back 40 years to 1984, the year the world was supposed to end, and the year Up Here was launched.

In this issue we'll trace the rise and fall of caribou populations over the past 40 years. We'll follow an intrepid traveller who challenged the remote Dempster Highway at 40 below. We'll also introduce a Nunavut resident who chose overland routes to visit a number of Baffin communities and we'll end our cold weather section with a look at the protocols for treating frostbite.

There's another anniversary we're acknowledging in this issue: the 10th anniversary of Devolution in the Northwest Territories. A now-retired devolution insider will look at how devolving power and responsibilities to the territories fits in with nation building and indigenous self-determination.

And there's more: arts residency programs in the North as educational tourism; netting cisco in the fall in preparation for winter ice fishing; what it's like to live in a land of darkness and one woman's experience of living off grid, through spring breakup, with a new baby.

• ***This issue*** will have something for everyone and will reach a wide range of readers in the North and

South. In addition to our regular subscriber and newsstand distribution, **8,000 copies** will be included in the seat pockets of **Canadian North Airlines** (including their scheduled and charter flights) **10,000 copies** will be inserted in home delivered copies of the **Globe and Mail** in targeted neighbourhoods and copies will be available on a number of regional airlines across the North and at racks in the Yellowknife and Iqaluit airports.

Ad reservations: Dec. 11

Ad materials: Dec. 13

Off press: early January

Book your space now sales@uphere.ca

Created in the North, for readers across Canada and around the world.