

Up Here

EXPLORE CANADA'S FAR NORTH

MILESTONES, ANNIVERSARIES AND MORE

MARCH/APRIL ISSUE 2024

DURING **UP HERE'S 40TH PUBLISHING YEAR**, WE'D LIKE TO RECOGNIZE ORGANIZATIONS AND EVENTS THAT WERE LAUNCHED DURING OUR 40 YEARS OF PUBLISHING A NORTHERN MAGAZINE.

In this issue, we start with an article on the 25th anniversary of Nunavut. As a new territory what are its positive accomplishments, and what still needs to be tackled, as discussed by a cross section of Nunavut residents. Then we look at devolution in the NWT. It was 10 years ago this April that the federal government transferred many more responsibilities to the Government of the Northwest Territories, but the question remains: how has this helped the Northwest Territories or has there been any difference after devolution? And finally, in a non political story, we go back 20 years and look at the missile

that caused havoc in Yellowknife when it accidentally landed in the city's golf course.

The issue will also include a salute to spring with an insert on skiing in the North, and a look at some of the great Canadian skiers that came from the territories. Spring is also the time of major change for our resident ptarmigan. Learn about the brand-new look, they assume as the snow melts.

But there's more. The issue will include our usual collection of columns about northern places, art, travel and people, and in this issue, we bring back Northern Dynasties with a look at the Dragon family of Fort Smith, NT.

Print run for this issue is 25,000 copies going to subscribers, newsstands, Canadian North Airline seat pockets, the Globe and Mail home delivered copies in a specific geographic location, airport racks in Yellowknife and Iqaluit, and much more including politicians and senior bureaucrats across the North and in Ottawa.

Ad reservations: Feb. 14

Ad materials: Feb. 16

Distribution starts week of March 4

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