



### **SPECIAL CIRCULATION**

COPIES OF THE 2024  
*UP HERE BUSINESS*  
**MINING ANNUAL**  
WILL BE FEATURED AT:

- NWT and Nunavut Geoscience Forum
- Yukon Geoscience Forum
- AME Round-Up
- PDAC

# THE *UP HERE BUSINESS* **ANNUAL MINING SPECIAL**

→ GET YOUR MESSAGE IN FRONT OF INDUSTRY LEADERS WITH OUR SUPER-SIZED EDITORIAL PACKAGE

## **TOP STORIES**

- **KIM TRUTER & THE FUTURE OF NWT DIAMONDS:** Kim Truter has held just about every top job in NWT diamond mining. He's back with a new company and a new plan that may be the industry's best hope for living beyond the 2020s.
- **VITAL METALS:** Canada's first rare earth mine is in the midst of a long, strange trip. We gather up the twists and turns of the project's story and lay out the basics of what happens next.
- **SCIENCE!** Researchers are uncovering a new technique to help understand what's going on underground: microbes. It appears that colonies of these tiny lifeforms offer clues to the nature of mineral formations beneath their environments. That could be good news for drilling budgets.
- **THE WAY WE WERE** It's taken years, but the Yellowknife Historical Society has finally achieved its goal of opening its Mining Museum. Come on in for a virtual tour with our feature photo essay...

## **PLUS!**

*Up Here Business* magazine's annual mining special issue features our regular (and excellent) mix of news, opinion, personality and data. Don't miss out on your chance to be part of an award-winning package.

FOR MORE INFORMATION ON BOOKING  
YOUR AD SPACE, CONTACT

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**Ad reservations: October 23rd**

**Ad materials: October 26th**

**Distribution starts: Early November**

