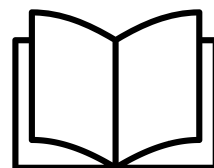


A RICH VEIN

➔ **THERE'S NO SHORTAGE OF MINING STORIES IN THE NORTH, BUT THERE'S SO MUCH ELSE GOING ON UP HERE THESE DAYS, WE HAD TO BROADEN THE SCOPE OF OUR ANNUAL MINING ISSUE TO INCLUDE DEVELOPMENT IN GENERAL.**

IN THIS ISSUE:

- An homage to the NWT's diamond industry looks at the people who made mining a mainstay of the territory's economy.
- Global jewellery brand Mejuri banks on Yukon gold with a line of sustainable pieces.
- **PLUS:** Geothermal initiatives in the North; an Iqaluit record label takes off; one family builds a home in tandem with a YouTube channel; and a look at how last year's frigid Yukon temperatures are influencing the way plumbers and firewood suppliers are approaching this winter.



WHO'S READING UP HERE?

In addition to sending Up Here Business to every registered business across the three territories, we're excited to announce a major circulation boost for this issue!

HERE'S WHAT'S NEW:

The magazine will be available in high-traffic magazine racks at airports in Yellowknife and Iqaluit, plus sent to Northern politicians and influencers in the mining and construction industries. You will find us on local airlines and in hotels across the north plus so much more!

NEW this year
Up Here Business is available to readers through digital AND print subscriptions!

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Distribution starts: Early Nov

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