UP HERE BUSINESS THE MAGAZINE OF CANADA'S ENTERPRISING NORTH

2024 MEDIA KIT

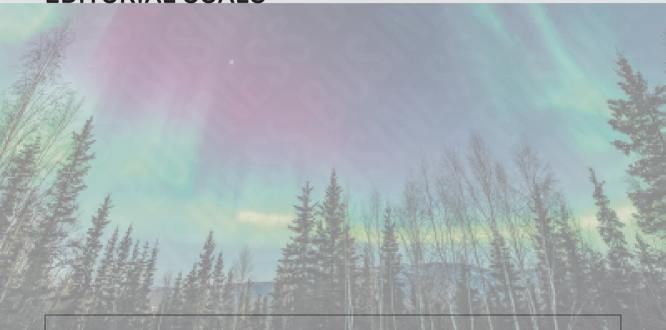
The only magazine that covers business and the economy across Canada's three Northern territories. Each issue includes *Mining in the North*, dedicated to the North's No. 1 industry.

sales@uphere.ca

2024 Media Kit



EDITORIAL GOALS



To be the publication of record for the Northern business community and the go-to publication for other businesses and agencies with interests in the North > To set new journalistic standards in Northern publishing especially in the business category > To create a fast-paced magazine that features a well-constructed mix of short, mid-length and long-form stories and graphics > To be valued equally by the business communities of Yukon, NWT and Nunavut > To foster communications and co-operation between the business communities of Yukon, Northwest Territories and Nunavut > To develop a compelling online and multimedia presence

2024 MEDIA KIT CIRCULATION



Print run:

Estimated readers:

> 12,000 copies

> over 30,000 per issue*

Distribution Numbers

| All business mailing addresses in Yukon, NWT, Nunavut | | |
|---|---------------|-------|
| and northern sections of Manitoba, Quebec and Alberta | \rightarrow | 4,000 |
| Airport racks in Yellowknife and Iqaluit | \rightarrow | 1,000 |
| Northern politicians, bureaucrats, influencers, sector organizations | \rightarrow | 1,000 |
| Federal politicians, bureaucrats and mining and exploration | | |
| companies working in the North | \rightarrow | 1,000 |
| Bulk quantities to airlines and hotels | \rightarrow | 1,000 |
| Distribution at territorial and regional Business conferences or trade shows and Inserts in southern newspapers | | |
| (Globe & Mail, Edmonton Journal, etc.) | \rightarrow | 3,500 |
| Newsstands in northern gateway cities | \rightarrow | 500 |
| | | |

^{*} This is based on an estimate of 3.2 readers for each copy of the magazine.

2024 Media kit



ISSUE PREVIEWS & DEADLINES

ISSUE #1

The State of the Northern Economies

Does the North Understand Its Economies?

Mining may be the biggest private-sector contributor to economic development, but governments —with their hefty federal transfer payments — are the foundation. Our experts weigh in on the question of how well they know the difference between spending and investing in future growth.

Economic Development and Climate Change

The wildland fires of 2023 proved that climate change is an imminent risk, not only to communities but also to investment. How are businesses and investors preparing for the risk of melting ice roads, greater flood risk, changing wildlife patterns, and maybe even more fires?

ISSUE #2

Agriculture & Transportation

A Question of Value

Traditionally, we view the value of a business by how much money it makes. By this measure, northern agriculture will never become a major economic sector. The story changes, however, when you view it through lens of the value created by improved food security, nutrition, and access to supply at times of crisis

Are We Getting There?

Up Here Business takes a close look at the major stories in one of the North's most important sectors — transportation. From the impact of airline mergers to roads as critical infrastructure, there are a lot of miles

Reservations by:
Materials deadline:

Release date:
January 22
January 24
Release date:
mid February

Reservations by: April 15
Materials deadline: April 17
Release date: mid May

^{*} Dates are subject to change. Please check with sales@uphere.ca to confirm dates.

2024 MEDIA KIT



ISSUE PREVIEWS & DEADLINES

ISSUF #3

Entrepreneurs & Financial Services

The Northern Business Hall of Fame

Up Here Business is back with its second annual tribute to Northern businesses that have laid foundations of the entrepreneurial community, pioneered new sectors, and shown the rest of us how to get it done. Give us a shout if you have ideas for who should make this year's list!

'Resource Management'

Every business runs on money. Maybe they're borrowing to invest. Or tax planning. Or trying to find insurance in a riskier world. No matter the case, financial services are a bedrock service. What does the North need and where does it stand?

ISSUE #4

Annual Mining Special

Mining is the biggest industry in the North and it gets special attention in our annual theme issue. We'll profile the most significant developments of 2024, profile the people who are shaping the trends, explore forward-looking technologies, tap into expert commentary on leading industry issues, and much, much more.

IN EVERY ISSUE: Up Here Business magazine comes loaded with news and analysis, useful information on tax issues and legal developments, handy tips on how to meet business challenges, and the stories behind successful companies and the people who built them. Don't miss out.

Reservations by: Julu 15 Materials deadline: Release date:

July 17 mid August Reservations by: October 14 Materials deadline: October 16 Release date: mid November

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2024 MEDIA KIT ADVERTISING



Value-Added Advertising

In addition to regular advertising, *Up Here Business* offers several types of value-added advertising ranging from advertorial or sponsored content to partnered articles or showcase sections.

Contact our sales reps for more information and costs for value-added advertising.

Sales Representatives

Sherry Rioux: sherry@uphere.ca Richelle Fontaine: richelle@uphere.ca

> If you would like to be added to our mailing list to receive additional information on each issue, and any special issues, contact **sales@uphere.ca**.

Ad Cancellation Policy

One week before reservation deadline, no cost to cancel. After reservation deadline, 50% of ad cost payable when cancelled. After materials deadline, the entire cost of the ad will be payable

2024 **MEDIA KIT** RATE CARD

DOUBLEPAGESPREAD

FULLPAGES & COVERS

LIVE 15.25"x 9.875" **TRIM** 16.25" x 10.875" **BI FFD** 16.50" x 11.125" LIVE 7.125" x 9.875" TRIM 8.125" x 10.875" **BI FFD** 8.375" x 11.125"

| Ad Size | 1X | 2X | 4X |
|-------------------------------|------|------|------|
| Outside back cover | 5200 | 4900 | 4600 |
| Inside covers | 4200 | 4000 | 3800 |
| 2-Page Spread | 6500 | 6300 | 6100 |
| Full Page | 3500 | 3300 | 3100 |
| 2/3 Page* | 2700 | 2550 | 2400 |
| 1/2 Page island* | 2400 | 2250 | 2100 |
| 1/2 Page (horizontal) | 2200 | 2050 | 1900 |
| 1/3 Page (horizontal)* | 1900 | 1725 | 1575 |
| 1/3 Page (square) | 1500 | 1375 | 1250 |
| 1/3 Page (vertical) | 1500 | 1375 | 1250 |
| 1/4 Page | 950 | 850 | 750 |
| 1/6 Page (horizontal) | 725 | 675 | 625 |
| 1/6 Page (vertical) | 725 | 675 | 625 |
| 1/8 Page (Business Directory) | 450 | 400 | 350 |

^{*} Only ad on the page



















4.833"x 9.875"

4.833"x 7.767"

7.250" x 4.833"

2.333"x 9.875"

4.833"x 4.833"

7.250"x 3.333"

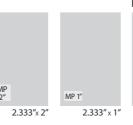
4.833"x 2.333"

2.333"x 4.833"

MARKETPI ACE









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.

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Don't miss our annual State of the Northern Economies issue



