

An aerial photograph of a wide river valley. The river flows from the foreground towards the background, flanked by dense green forests. In the distance, a range of mountains is visible under a cloudy sky. The overall scene is a vast, natural landscape.

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

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

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> 12,000 copies

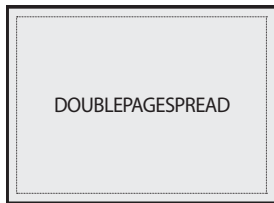
> over 30,000 per issue*

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

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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



LIVE
15.25" x 9.875"

TRIM
16.25" x 10.875"

BLEED
16.50" x 11.125"



LIVE
7.125" x 9.875"

TRIM
8.125" x 10.875"

BLEED
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

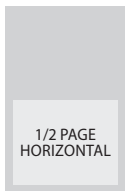
* Only ad on the page



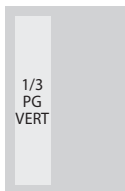
4.833" x 9.875"



4.833" x 7.767"



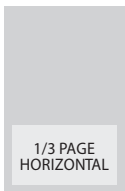
7.250" x 4.833"



2.333" x 9.875"



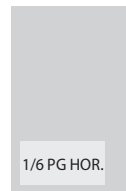
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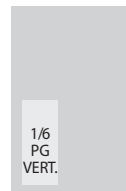
7.250" x 3.333"



3.583" x 4.833"

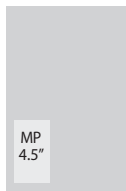


4.833" x 2.333"



2.333"x 4.833"

MARKETPLACE



2.333"x 4.5"



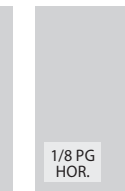
2.333" x 3"



2.333"x 2"



2.333" x 1"



3.730" x 2.18"

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

