



2024 MEDIA KIT

Up Here

The magazine that welcomes
readers to all of Canada's far North

Up Here magazine tells the stories of the people, places and events in the coolest part of Canada – Yukon, Northwest Territories and Nunavut. We collect and develop these stories from our base in Yellowknife, Northwest Territories, and we also use the words and photos of our talented freelancers who know and understand the northern edge of this continent.

Up Here magazine started in 1984 and will be entering its 40th year in 2024. We publish six regular issues per year, and each features articles on northern lifestyles, northern history, northern cultures and the northern environment.

We may be a small magazine in the “outback” of Canada, but we have won numerous awards for telling intriguing stories to our attentive audiences across the North, around Canada and in countries around the world.

Contact us: • Advertising: sales@uphere.ca • Editorial: editor@uphere.ca

Up Here Publishing, P.O. Box 1343, Yellowknife, NT X1A 2N9 Tel: 867-766-6710

2024 Publishing Schedule

Issues	Sales Close	Materials Due	Off Press
Jan/Feb	Dec. 6	Dec. 8	Early Jan.
March/April	Feb. 5	Feb. 8	Early March
May/June	April 2	April 5	Early May
July/Aug	June 3	June 6	Early July
Sept/Oct	August 5	August 8	Early Sept.
Nov/Dec	Oct. 2	Oct. 10	Early Nov.

- Several months in advance of each issue, we publish a more detailed outline of the contents of that issue for both advertisers and readers. These content outlines also include any special circulation planned for a specific issue and any changes to the above listed deadlines. [See uphere.ca](http://uphere.ca) for detailed information on content and distribution of each issue.

Up here Circulation • We print and distribute at least 20,000 copies of each edition of Up Here magazine...many more for certain issues including our travel issue. Our readers are almost evenly divided between the North and the south. About 10,000 copies stay in the North aboard aircraft, at northern trade shows, in racks at major airports and in resident mailboxes, while the balance is distributed in the provinces to subscribers, newsstands, politicians, and as insertions in home delivered copies of the Globe and Mail and other major newspapers in select geographic markets.

Editorial Calendar

January/February – Travel and Anniversary Issue

This issue celebrates the 40th anniversary of Up Here magazine and presents 40 of the North's greatest travel adventures. The issue also follows a traveller who challenged the remote Dempster Highway at 40-below, tracks the rise and fall of caribou populations over the past 40 years and checks out the devolution of federal powers to the NWT 10 years after almost all were handed over to the territorial government.

March/April – Northern Spring

The sun returns, the temperatures rise and glorious spring arrives in the North. It's the best season for skiing and we introduce some of the top far north skiing spots for both downhill and cross-country experiences. The issue also introduces some of the home-grown Olympic skiers from the North and the many spring ski competitions. Other spring articles include favourite activities at spring carnivals, why March is one of the best months for Aurora viewing, and answers the question "Are fish hungrier in the spring?"

May/June – Education

In this issue we look at the progress made by the North's first university and ask the question "Does each territory need its own university?" We'll also look at the role of other universities that have a presence in the north and how they are contributing to northern research and education. This issue will follow a few northerners through their education and careers from a small community to a cardiac specialist, or from a trades apprenticeship to a company owner. And finally we'll examine successes and pitfalls of efforts to teach northerners in their own indigenous languages.

July/August – The Water Issue

The world is worried about fresh water, and maybe it's time we started worrying a bit more about water in the North. After all, it is used for drinking, is home to millions of fish, one of our basic food sources, provides transportation and recreation, helps power our homes and appears to be in unlimited supply. But could that change? In this water issue, we'll look at water supply, water uses, what's in the water and potential threats to our many lakes and rivers.

September/October – Arts and Culture

In our annual arts and culture issue, we'll look at northerners in Hollywood, and check out the activities of other Northern stars who made it big on the international scene. We'll also provide our selection of the top 10 up-and-coming northern musical groups, compare styles and patterns of hand made northern footwear, present a list of the northern books published in the past year, look at how nature is portrayed in hand-crafted earrings, and finally ask if choral singing is still alive across the North.

November/December – People and Lifestyle

This issue will introduce Up Here's selection of Northerner of the year, plus present a shortlist of other contenders for this honour. In this issue we'll also introduce a new column called Living off-Grid in the Arctic. This column will introduce people who have chosen to live a different lifestyle and will discuss how they cope without the usual urban amenities. And as a final send off to the old year, we'll look at the role dumps play in northern culture, including a sidebar about 10 items that acquired a new life after being rescued from the dump.

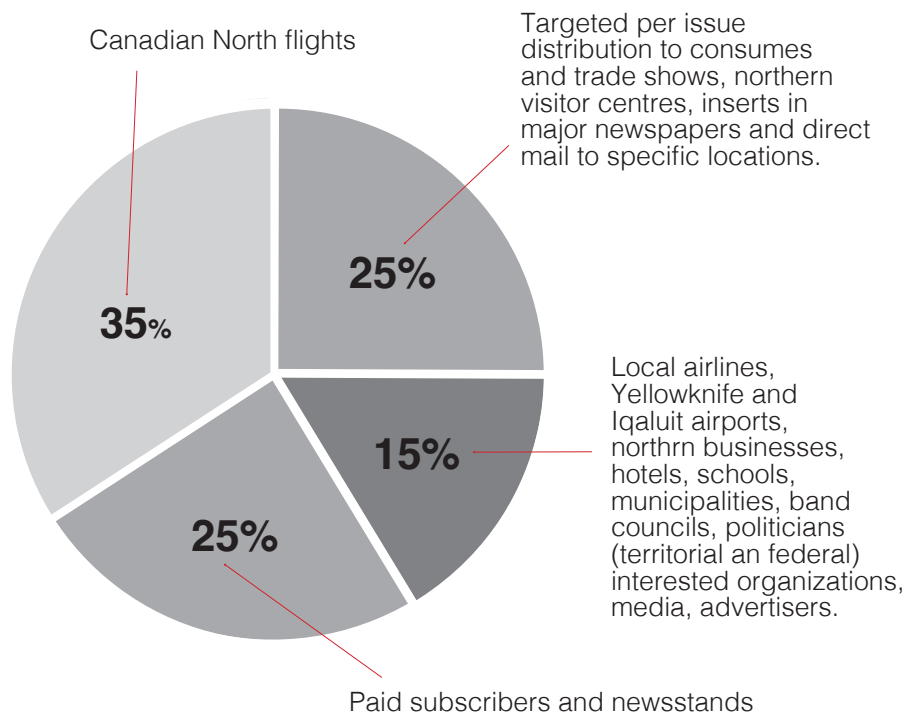
Magazine Distribution

Up Here prints a minimum of 20,000 copies of each issue of the magazine, although we print and distribute up to 50,000 copies for some issues. In 2023 we printed a total of 175,621 magazines for an average circulation of 29,270.

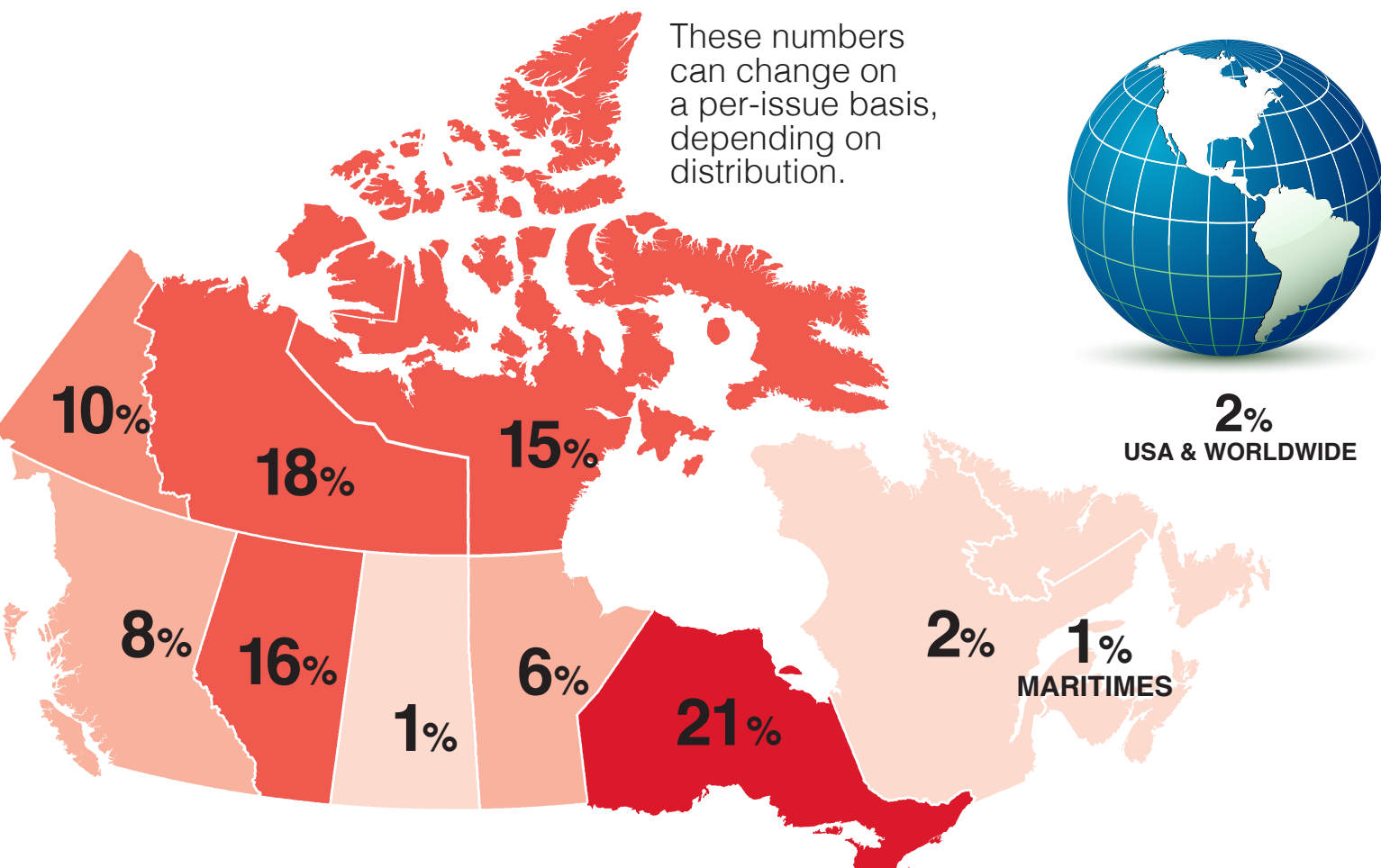
Targeted Circulation*

We have a special distribution plan for each issue to match content with targeted readers. We aim to get the magazine into the hands of people who love the North as much as we do, and are interested in northern travel, arts, culture, lifestyle, current issues, history and much more.

Starting with the Sept/Oct 2023 issue, Up Here magazine is back in the seat pockets of all Canadian North scheduled and charter flights.



These numbers can change on a per-issue basis, depending on distribution.



Print Advertising Rates

PRINT RATES	Ad Size	1X	3X	6X
COVERS	Back Cover	\$5,000	\$4,700	\$4,400
	Inside Covers	\$3,700	\$3,550	\$3,400
DISPLAY ADS	Full page	\$3,100	\$2,950	\$2,800
	Double page Spread	\$5,700	\$5,550	\$5,400
	Two thirds page	\$2,400	\$2,300	\$2,200
	Half page Island*	\$2,150	\$2,050	\$1,950
	Half page Horizontal	\$1,950	\$1,875	\$1,800
	Half page Horizontal spread	\$3,800	\$3,650	\$3,500
	Third page Horizontal *	\$1,600	\$1,500	\$1,400
	Third page square	\$1,300	\$1,200	\$1,100
	Third page Vertical	\$1,300	\$1,200	\$1,100
	Quarter Page Vertical	\$850	\$800	\$750
	Quarter Horizontal	\$900	\$850	\$800
	Sixth page Vertical	\$650	\$625	\$600
	Sixth page Horizontal	\$650	\$625	\$600
MARKETPLACE	4.5 inch ad	\$525	\$500	\$475
	3 inch ad	\$400	\$375	\$350
	2 inch ad	\$275	\$250	\$225
	1 inch ad	\$150	\$140	\$130
BUSINESS DIRECTORY	Eighth page only	\$400	\$375	\$350
	* only ad on a page			

NOTE: Our ad rates have not increased for the past 5 years

[SALES](#)
[CONTACTS](#)

Sherry Rioux
sherry@uphere.ca

Richelle Fontaine
richelle@uphere.ca

DISPLAY



DOUBLE PAGE SPREAD

LIVE
15.25" x 9.875"
TRIM
16.25" x 10.875"
BLEED
16.50" x 11.125"



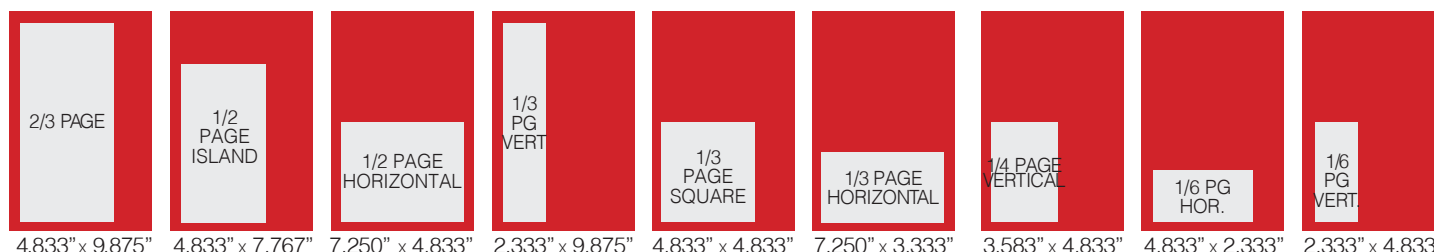
LIVE
7.125" x 9.875"
TRIM
8.125" x 10.875"
BLEED
8.375" x 11.125"

IMPORTANT: LIVE, TRIM, AND BLEED dimensions must all be respected for ads that bleed to the edge of a page.

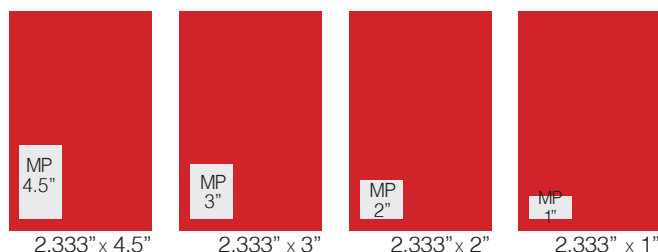
LIVE is the area in which all text, logos and pertinent graphics must lie on the page.
TRIM is the edge of the page in the final magazine.
BLEED is the extra 1/8 inch around the page that must be printed before the pages are trimmed to their final size.

AD CANCELLATION POLICY

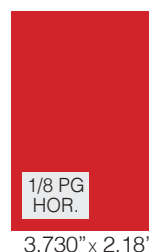
- One week before reservation deadline, no cost to cancel.
- After reservation deadline, 50% of ad cost payable when cancelled.
- After materials deadline, the entire cost of the ad will be payable.
- For web and other digital advertising rates, see our website at uphere.ca



MARKETPLACE



DIRECTORY



Special Advertising Bespoke (custom made) advertising

The *Up Here* studio can help you reach your audience with custom made approaches for use in print or online. Some samples could be:

- **Introduction of a new product or service**
- **Special product review (advertorial)**
- **Personality story (advertorial)**
- **Anniversary article**
- **People story to recognize an individual or group**

→ Here's how it works.

- Call us with your needs and we'll set up a time to meet in person or online.
- Once we know what you want, we'll provide a contract including a price for all creative, plus placement in our magazine and/or online.
- When the contract is signed, we'll get our bespoke team on the task.
- Working with you we'll create the perfect page or pages for your business or organization.

Costs for custom pages will vary depending on your requirements and your involvement in the preparation of the finished product. A price quote is always provided before we proceed, and is included in your contract for the space in *Up Here* magazine.

Awards

Thanks to the dedication of our staff and freelancers and the support of our advertisers and subscribers, we've won dozens of awards over the past 39 years...too many to get them all up on the wall. Here are a few:



Up Here