A photograph of the Aurora Borealis (Northern Lights) in shades of green and blue, dancing over a dark forest of evergreen trees at night. The sky is dark, and the trees are silhouetted against the glowing light.

→ THE MAGAZINE
THAT WELCOMES
READERS TO ALL
OF CANADA'S
FAR NORTH

2025 MEDIA KIT

Up Here

Up Here magazine tells the stories of the people, places, and events in the coolest part of Canada the 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. 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 • sales@uphere.ca

UP HERE PUBLISHING 2025, 148 KASTEEL DR YELLOWKNIFE, NT X1A 3W1 8676780444

2025 Publishing Schedule

Issues	Sales Close	Materials Due	Off Press
Jan./Feb.	Dec. 6	Dec. 8	Early Jan.
March/April	Feb. 24	Feb. 29	Early March
May/June	April 2	April 5	Early May
July/Aug.	June 3	June 6	Early July
Sept./Oct.	Aug. 5	Aug. 8	Early Sept.
Nov./Dec.	Oct. 2	Oct. 10	Early Nov.

* DATES ARE SUBJECT TO CHANGE

- 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 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 are distributed in the provinces to subscribers, newsstands and 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

Up Here's annual travel issue puts you in front of visitors just as they're making plans for their northern explorations in 2025. This year, we're focused on ways to get around: the planes, the lone train and the automobiles—and the snowmobiles, dogsleds, boats, skis and so much more. We also profile the trio of Iqaluit women behind *North of North*, an exciting new sitcom shot in their hometown. It premieres on CBC and APTN in January and then around the world on Netflix in the spring.

March/April – Spring Fling

As the days get longer and Northerners begin to stir, we dive into end-of-winter rituals. It's a different experience than anything else you'll find in Canada. We're talking about shedding the deep winter wardrobe and other lifestyle changes, activities in the great late-winter outdoors and, of course, a guide to the most colourful spring festivals on the continent!

May/June – Education and Teaching

Northern communities face a special challenge: Important traditions are at risk of being lost. How can upcoming generations learn them and keep them before it's too late. *Up Here* meets the people and explores the programs dedicated to this meaningful work across the North.

July/August – Outdoor Adventure

We've been waiting all year—but summer has finally arrived and it's time to cut loose. It doesn't matter if you're a long-time Northerner or a first-time tourist, our guide to outdoor adventure and warm-weather activities will inspire you to make the most of the most perfect of Canadian summers.

September/October – Arts and Culture

From studios and workshops to galleries and museums, from great traditions to emerging trends, *Up Here* goes deep into the worlds of arts and culture. You'll meet artists with exciting ideas and points of view that shape not only how Northerners view their own experience but also how the world outside sees the North.

November/December – Christmas Gift Guide and Northerner of the Year

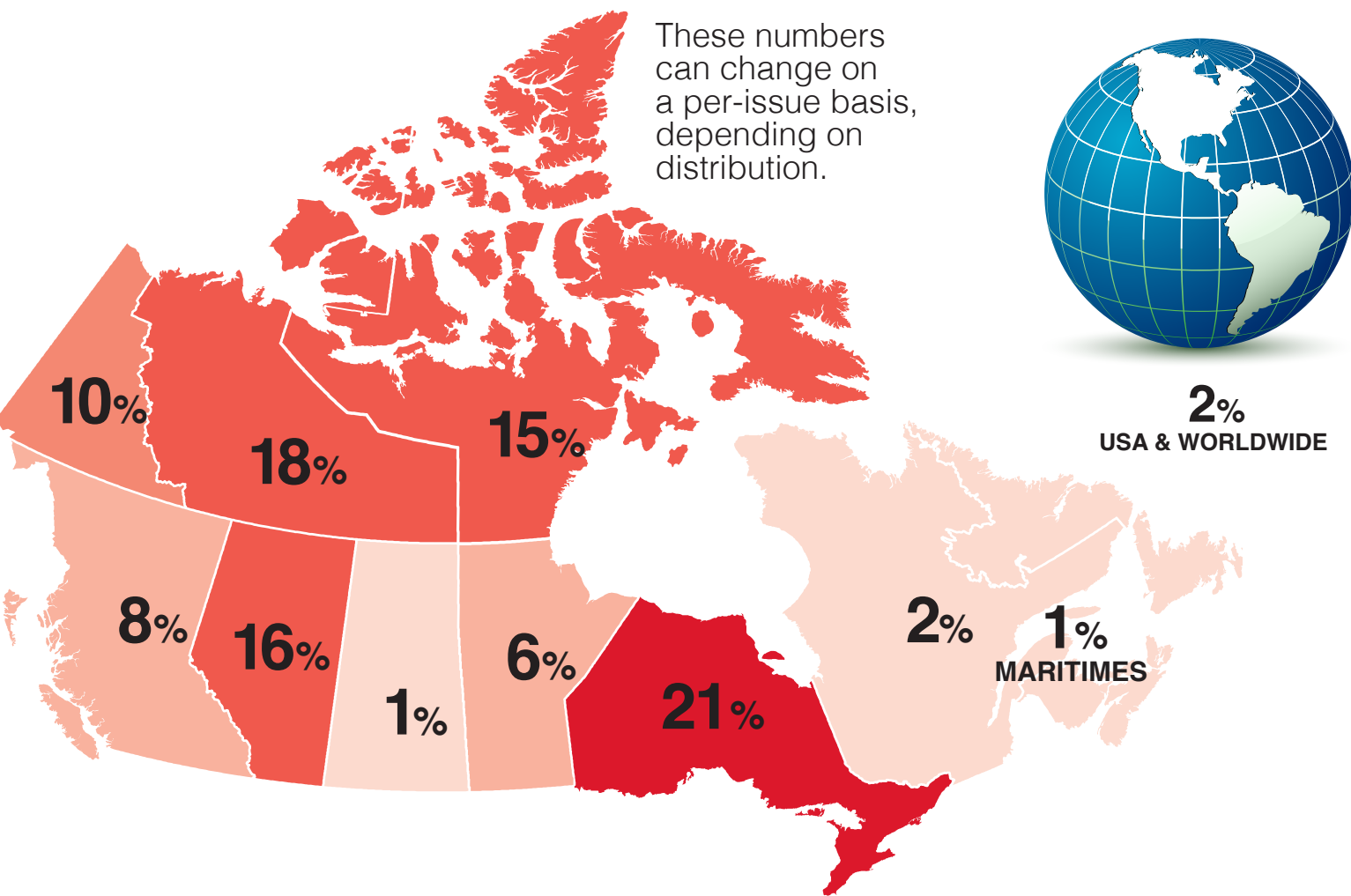
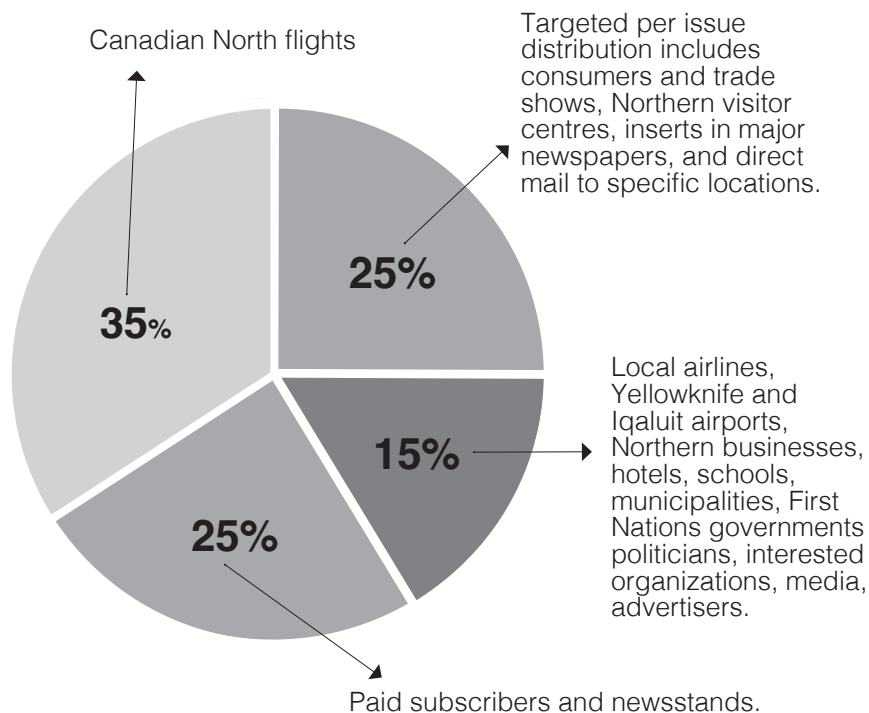
Up Here marks the holiday season with our guide to the coolest seasonal gifts. From the big spend to the stocking stuffer, you'll find great ideas here. Also, this is our annual Northerner of the Year special, where we pay tribute a person who's making a difference. Past winners include Governor General Mary Simon; Phil Timpani, the Jane Goodall of grizzly bears; and Dana Tizya-Tramm, the young Vuntut Gwitchin chief in Old Crow.

Magazine Distribution

Up Here prints a minimum of 20,000 copies of each issue although we print and distribute up to 50,000 copies for some issues. In 2024, 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.



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
MARKETPLACE	Sixth page Vertical	\$650	\$625	\$600
	Sixth page Horizontal	\$650	\$625	\$600
	4.5 inch ad	\$525	\$500	\$475
	3 inch ad	\$400	\$375	\$350
BUSINESS DIRECTORY	2 inch ad	\$275	\$250	\$225
	1 inch ad	\$150	\$140	\$130
	Eighth page only	\$400	\$375	\$350
* only ad on a page				

NOTE: Our ad rates have not increased for the past 6 years

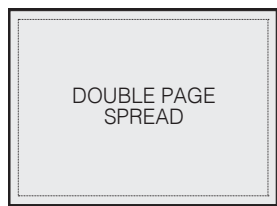
SALES CONTACTS

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Seth Kassem
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DISPLAY



LIVE 14.75" x 10.25"
TRIM 15.75" x 10.75"
BLEED 16.25" x 11"



LIVE 7.375" x 10.25"
TRIM 7.875" x 10.75"
BLEED 8.125" x 11"

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

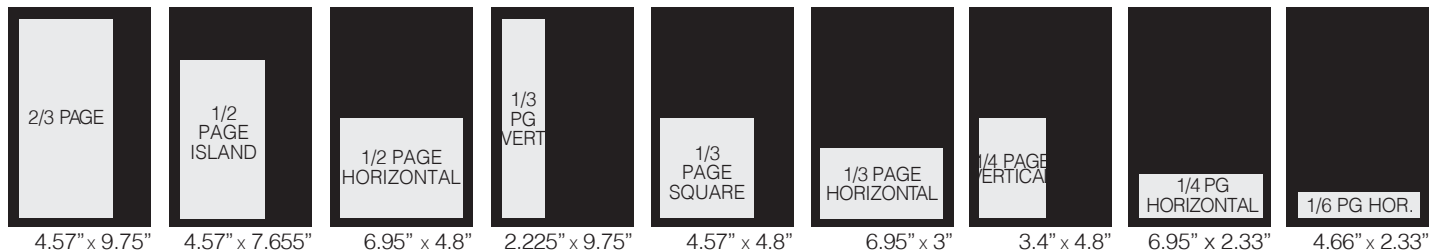
LIVE is the area in which all text, logos and pertinent graphics must lie on the page.

TRIM is the edge of the page in the final magazine.

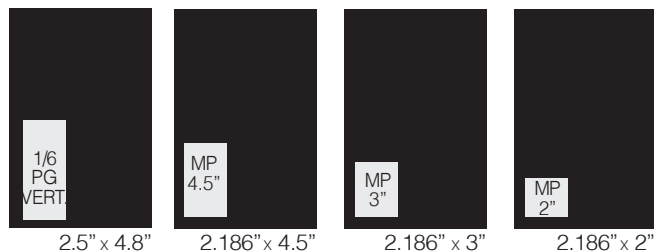
BLEED is the extra 1/8 inch around the page that must be printed before the pages are trimmed to their final size.

AD CANCELLATION POLICY

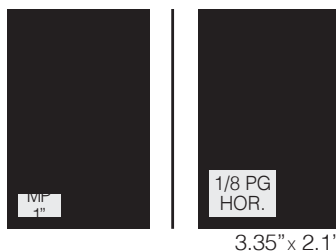
- One week before reservation deadline, no cost to cancel.
- After reservation deadline, 50% of ad cost payable when cancelled.
- After materials deadline, the entire cost of the ad will be payable.
- For web and other digital advertising rates, see our website at uphere.ca.



MARKETPLACE



DIRECTORY



Up Here

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:

