

# Up Here

## MEDIA KIT 2026

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

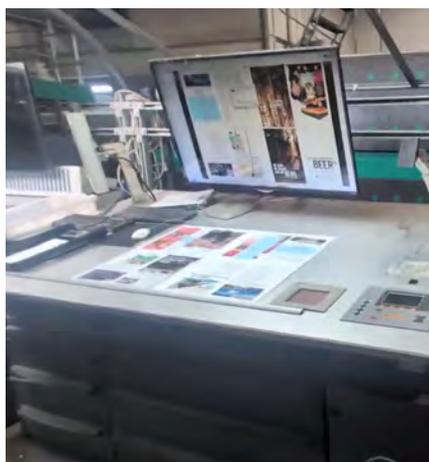
*Up Here* is the award-winning magazine that brings the North to life. From our home base in Yellowknife, Northwest Territories, we tell the stories of the people, places and culture that make Canada's North—the Yukon, the NWT and Nunavut—unlike anywhere else on Earth.

Proudly Indigenous-owned, *Up Here* is rooted in community and committed to authentic northern storytelling. Each of our six annual issues is packed with original reporting, stunning photography and bold design. Our contributors live and work across the territories and Canada, offering insider perspectives on northern life, history, culture and the environment.

For more than 40 years, *Up Here* has earned national and international recognition for its powerful storytelling and unique voice. Whether it's flying in the seatback pocket of a northern airline or landing in a subscriber's mailbox, our magazine connects readers to the North like nothing else.

## 2026 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.



Well in advance of each issue, we release a detailed editorial calendar outlining planned themes, feature content and any special circulation opportunities. These previews help advertisers align their messaging with relevant content and provide readers with a sneak peek at what's coming. Each calendar also includes any updates to deadlines or distribution plans for that specific issue. [For the latest editorial themes, circulation details and production timelines, visit \[uphere.ca\]\(http://uphere.ca\).](#)

## Editorial Calendar

### January/February – *Travel*

*Up Here's* annual travel issue puts you in front of visitors just as they're making their plans for northern explorations in 2026.

### March/April – *Food*

Our mouths are already watering over the thought of putting together stories about what, where and how to eat in the North.

### May/June – *Education and Teaching*

*Up Here* meets the people and explores the programs responsible for preserving and sharing northern knowledge.

### July/August – *Adventure*

Whether 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 summer.

### September/October – *Arts and Culture*

Meet artists with exciting ideas and points of view that shape how Northerners view their own experience and how the rest of the world sees the North.

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

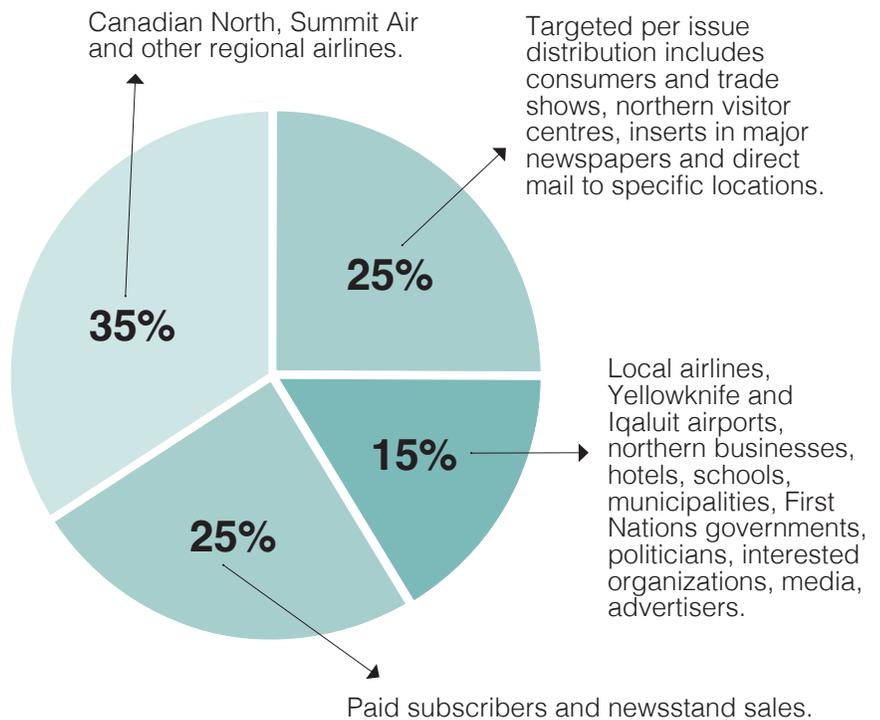
*Up Here* marks the holiday season with a guide to the coolest seasonal gifts. And in our annual special feature, we pay tribute to the Northerner of the Year.

## Magazine Distribution

**Up Here Circulation** • Each issue of *Up Here* magazine reaches a minimum of 20,000 printed copies—often more for high-impact editions like our annual travel issue. Our readership is evenly split between Canada’s North and southern provinces, giving advertisers wide and balanced exposure.

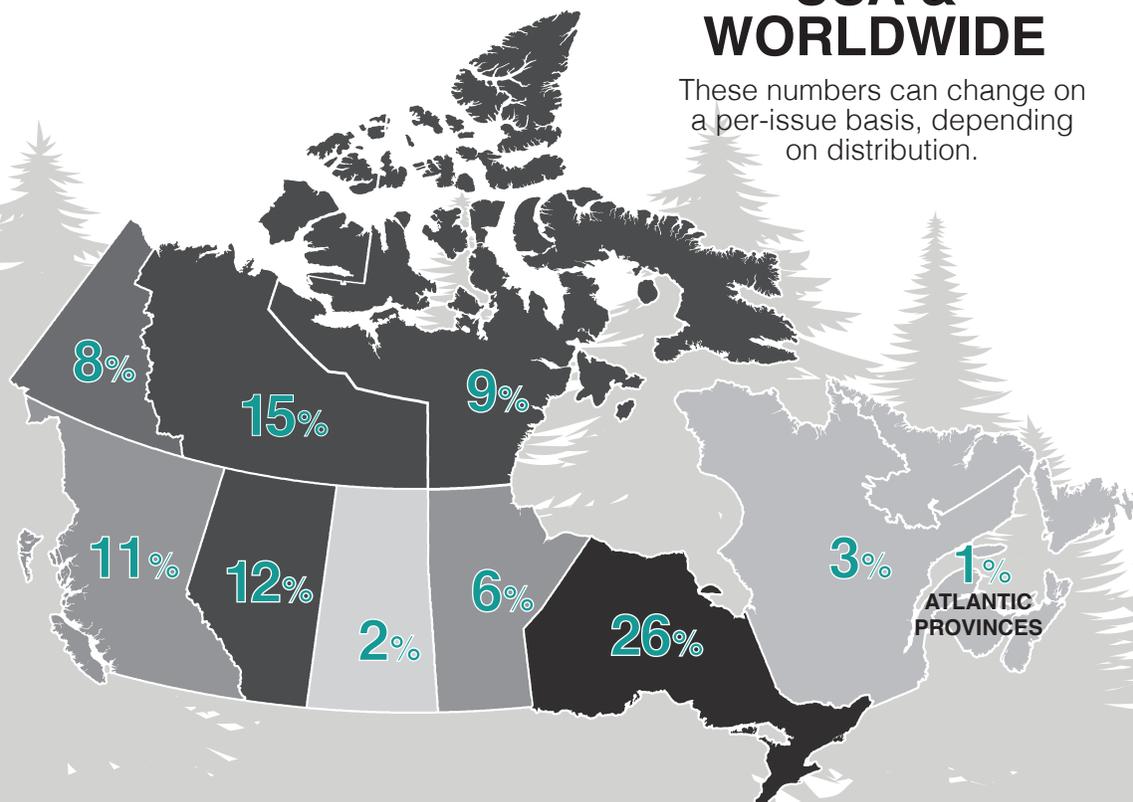
Roughly half of our circulation—about 10,000 copies—stays in the North, distributed aboard aircraft, at northern trade shows, in community racks, airports, hotels and directly to residents through mail delivery.

The remaining copies reach southern audiences through paid subscriptions, select newsstands, targeted mail-outs to government and industry leaders and strategic insertions in major newspapers like *The Globe and Mail* within key geographic markets. With strong reach across every territory and targeted presence in major southern hubs, *Up Here* connects readers to the North—wherever they are. In addition to our print reach, we have a growing base of digital subscribers across Canada and around the world—giving global readers instant access to every issue of *Up Here* and expanding your message far beyond the printed page.



### Targeted Circulation

Each issue of *Up Here* is strategically distributed to align with its editorial focus, ensuring the magazine reaches readers who are most engaged with the content. Whether it’s northern travel, arts and culture, lifestyle, current affairs or history, we match each edition with a carefully curated audience. From community mailboxes in the territories to trade shows, airport lounges, government offices and subscriber homes across the country, our goal is simple: get *Up Here* into the hands of people who love and care about the North as much as we do.



## Print Advertising Rates

PRINT RATES	Ad Size	1X	3X	6X
COVERS	Back Cover	\$5,250	\$4,925	\$4,625
	Inside Covers	\$3,850	\$3,725	\$3,575
DISPLAY ADS	Full page	\$3,250	\$3,100	\$2,950
	Double page Spread	\$6,000	\$5,850	\$5,675
	Two thirds page*	\$2,525	\$2,400	\$2,325
	Half page Island*	\$2,300	\$2,150	\$2,050
	Half page Horizontal	\$2,050	\$1,975	\$1,875
	Half page Horizontal spread*	\$4,000	\$3,850	\$3,675
	Third page Horizontal *	\$1,700	\$1,575	\$1,475
	Third page square	\$1,375	\$1,250	\$1,150
	Third page Vertica*I	\$1,375	\$1,250	\$1,150
	Quarter Page Vertical	\$900	\$850	\$775
	Quarter Horizontal*	\$950	\$900	\$850
	Sixth page Vertical	\$675	\$650	\$625
	Sixth page Horizontal	\$675	\$650	\$625
MARKETPLACE	4.5 inch ad	\$550	\$525	\$500
	3 inch ad	\$425	\$395	\$375
	2 inch ad	\$300	\$250	\$225
	1 inch ad	\$175	\$150	\$125
BUSINESS DIRECTORY	Eighth page only	\$425	\$400	\$375

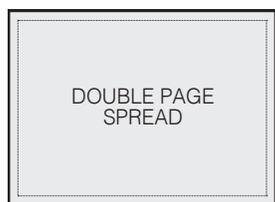
**SALES CONTACTS**

**Haydn Mobbs**  
haydn@uphere.ca

**Seth Kassem**  
seth@uphere.ca

\* only ad on a page

### DISPLAY



DOUBLE PAGE SPREAD

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



FULL PAGES & COVERS

**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.

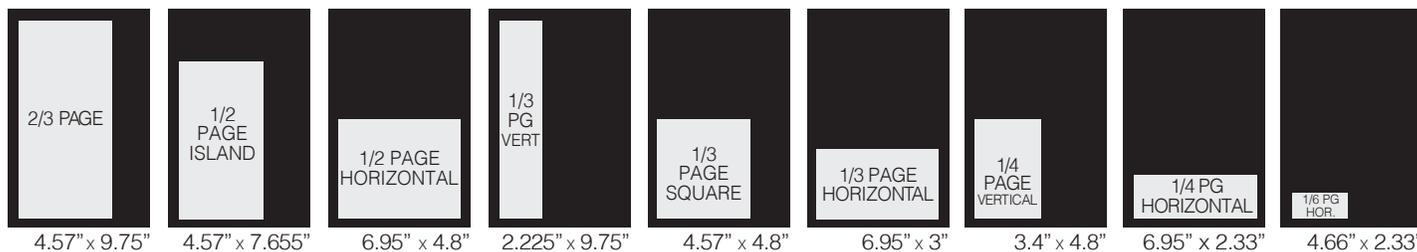
**LIVE** is the area in which all text, logos and pertinent graphics must lie on the page.

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

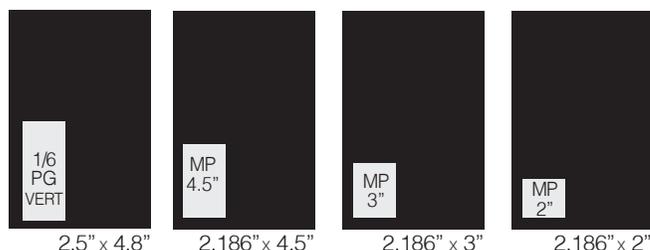
**BLEED** is the extra 1/8 inch around the page that must be printed before the pages are trimmed to their final size.

### 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](http://uphere.ca).



### MARKETPLACE



### DIRECTORY



# Up Here

# Up Here

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 42 years.... too many to get them all up on the wall. Here are a few:



November/December 2023: Special Wildfire issue  
*Up Here*  
Contributors: Cooper Langford, guest editor; Bill Braden, photo editor; Brianna Freitag, art director; Marion LaVigne, Ronne Heming, co-publishers

*National Magazine Awards*  
Nominated for Issue Grand Prix, Best Editorial Package, Photo Essay & Photojournalism



*National Magazine Awards*  
Nominated for Photo Essay & Photojournalism



## 2025 Covers



UH-January/February issue



UH-March/April issue



UH-May/June issue



UH-July/August issue