



Let's Dig Deep!

Up Here Business magazine heads into winter with an expanded mining section for its upcoming issue... *plus a whole lot more*

Fall and early winter are mining season in the North. Summer exploration programs are finished, and—by tradition—the industry gathers for conferences to share its stories, celebrate its achievements and prepare for the coming year.

COVID-19 has forced some of those gatherings to go virtual and a few have reluctantly been cancelled. But even at a distance, the minerals industry will be in the spotlight come November.

Up Here Business will be there, too, with a full issue featuring an expanded mining section to take stock of the most important business driver in the northern economy. Highlights include:

Our China Syndrome. The proposed sale of TMAC Resources to China's SD Gold set off alarms nationwide this year. The issue: Is China a safe partner in northern development? *Up Here Business* digs into the deeper story of Chinese investment in northern mining and explores the issues and attitudes that frame a challenging opportunity.

The Base Case. Headline writers love words like "diamonds" and "gold." But base metals play a big role in the North's mining history and—potentially—its future. Zinc is the big story today, but there may be promising opportunities for base metals in general. It may not be the sexiest story—but base-metal development offers the potential to diversify our most important economic sector. Don't be distracted by the glamour.

One Step Forward... New technologies hold out the promise of a cheaper, cleaner and safer mining industry. That's the good news. But they may also change the demand for

traditional job skills—and even employment needs—as the opportunities for digitization and automation unfold. Technology may reshape the economic opportunity for northern mining—but what does that mean for economic development?

PLUS

Masters of Marketing. You may have a great business idea but it won't add up to much if your message doesn't reach potential customers. That takes the creative thinking and hard grind of good marketing. (Remember, the international successes of Inuit art and aurora tourism didn't just happen.) *Up Here Business* magazine's feature package introduces you to a new generation of smart marketers who are building businesses—and finding inventive ways to get their stories out.

There's more... In every issue of *Up Here Business*, you'll meet entrepreneurs shaping the Northern business scene and rising to its challenges. You'll dig deep into issues of the day with our expert columnists... and even enjoy a little down time with our Day Off interviews and Food & Drink columns.

Don't miss this issue

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