

2019

UP HERE MAGAZINE: Jul/Aug 2019

Advertising Deadlines:

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The Ongoing Story of **Northern Research**

Summer is here and the living is easy...

unless you're part of the horde of researchers that descend on the North every field season, taking advantage of the long days and warm weather to dig deep into what makes the Canadian North tick. We'll dig deep into them—looking at how they do what they do, what research is top of the heap, and where the knowledge goes. Is it all climate change science, or is there space in Northern research for academics dressing up as bears to understand muskox gender dynamics, or studying the public response when Yellowknife's KFC flew the coop?

Dear Canada...

In a cheeky essay, we question Canada's relationship with the North. It's a Dear John letter, addressed in part to southern politicians who come North to make all sorts of promises that are rarely kept. The North has other suitors—China and Russia can't keep their hands off of us—so maybe it's time Canada started to appreciate what it has North of 60.

PLUS: Your need-to-know-to-go guide to the best summer festivals across the North.

AND: A Nunavut Mystery

On the beach outside of Apex, there's a red lifeboat that's featured in many a selfie, as well as a White Stripes music video. But where did it come from?

up here
THE VOICE OF CANADA'S FAR NORTH

FOR MORE INFORMATION CONTACT:

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The July/August issue of Up Here is distributed across the North and beyond, as the inflight magazine for all destinations served by Canadian North's regularly scheduled and charter operations. You will find it in restaurants, hotels and visitors' centres across the North, as well as the Yellowknife and Iqaluit airports, Premium Plaza lounges in Edmonton, Winnipeg, Toronto and Calgary airports and in VIA RAIL lounges. This issue will be sent to our thousands of subscribers and can be purchased from Canadian newsstands from coast to coast.

Here's your opportunity to promote your products, programs or services to people who are fascinated by the North.

For Up Here rates and distribution information visit uphere.ca and check out our media kit