We are
THE MAGAZINE
of Canada’s Far North

Largest Circulation
We publish and distribute 30,000 magazines per issue

Award Winning
Over a dozen awards including Canada's Magazine-of-the-Year in 2010 and top Magazine in Western Canada (3 times)

Diverse Audience
58% of our distribution is in southern Canada and around the world, and the balance of 42% reaches every community in the three northern territories

Cost Effective
0.03 cents per reader based on full page ad and 120,000 readers (30,000 x 4)

Complete Package
Print, online, social media

Longevity
In our 35th publishing year

Contact: sales@uphere.ca
**UP HERE 2019**

**Editorial Calendar**

**Jan/Feb**

**Annual Travel Issue**
A celebration of the tremendous ecological and geological diversity of the North—and the amazing travel experiences built around this diversity.

RESERVATION DEADLINE: Dec 3
MATERIALS DEADLINE: Dec 5

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**March**

**Where We Live**
We’re 120,000 people scattered over nearly four million square-kilometres in 75 communities, some with two-digit populations. We’ll introduce 15 of our tiniest towns and look at their pasts, presents, and futures.

RESERVATION DEADLINE: Jan 28
MATERIALS DEADLINE: Jan 30

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**April/May**

**Youth And Education**
Nunavut turns 20 on April 1—and that makes the territory older than 40 percent of its population. How are young demographics changing the face of the North?

RESERVATION DEADLINE: Feb 25
MATERIALS DEADLINE: Feb 27

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**June**

**The Shrinking North**
Stories about how decades of infrastructure development and technological innovation have brought the North closer together, more connected to the world, and more accessible to visitors.

RESERVATION DEADLINE: Apr 29
MATERIALS DEADLINE: May 1

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**July/August**

**The Never-Ending Story of Northern Research**
A complete picture of the North—its water, animals, air, people—is being assembled piece by piece by hundreds of local and visiting researchers, and millions of research dollars. And we’ve only just begun.

RESERVATION DEADLINE: May 27
MATERIALS DEADLINE: May 29

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**September**

**Celebrating Our 35Th Anniversary**
A look at how the North has changed and evolved over the past 35 years, how we’ve covered the changes and how Up Here magazine has changed.

RESERVATION DEADLINE: Jul 29
MATERIALS DEADLINE: Jul 31

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**October/November**

**Annual Arts Issue**
From fine arts to fibre arts, from filmmaking to photography, from music to dance, we cover the latest developments in the Northern arts scene.

RESERVATION DEADLINE: Aug 26
MATERIALS DEADLINE: Aug 28

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**December**

**The Difference Makers**
Profiles of selfless volunteers, fearless advocates, peerless innovators and wellsprings of knowledge that make the North a better place.

RESERVATION DEADLINE: Oct 28
MATERIALS DEADLINE: Oct 30
## UP HERE 2019
### Rates & Sizes

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* Yours will be the only ad on the page

- All advertising is subject to Canadian Goods and Services Tax (GST), unless exemption number accompanies order, or order is placed by a company outside of Canada.
- A service fee of 2% per month (24% per annum) is charged on overdue accounts.
- First time advertisers are required to pay up front by closing date, unless other arrangements are made.
- Frequency rates are offered only with signed contracts listing specific issues.
- Visa or Mastercard payments accepted.
- All prices are net in Canadian funds.

Note: Publisher reserves the right to refuse any advertising it deems not in keeping with the policies of the publication, or that does not meet its publication standards.
UP HERE 2019
Distribution & Circulation

Readership Distribution

Part of our distribution varies with each issue as a result of special distribution to events, consumer and trade shows, and targeted promotions.

For example, we may insert the magazine in home-delivered copies of the Globe and Mail in Ontario for one issue, while for another we may target Alberta or BC audiences.

Considering an entire year, this is how the distribution looks geographically.

Targeted Circulation*

We have a special distribution plan for each issue. 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.

Northern businesses and leisure travellers, regional airlines, northern airports and southern travellers at Plaza Premium airport lounges and Via Rail lounges.

*Targeted per issue distribution to consumer and trade shows, visitor centres, inserts in major newspapers and direct mail to specific locations.

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

Canadian North seat pockets on all scheduled and charter flights including sun charters in winter

Paid subscribers and newsstands

Northern schools, municipalities, band councils, hotels, politicians (territorial and federal), interested organizations, media, advertisers.