The only magazine that covers the entire Canadian North. In print and online.

From the Yukon/Alaska border in the west to the east coast of Baffin Island. From Cape Columbia on Ellesmere Island in the far north to Sanikiluaq in Hudson Bay.

Contact: sales@uphere.ca
8 things to know about Up Here magazine

- Up Here was started in 1984
- Up Here is produced by resident northerners
- Up Here is the largest circulation publication in the North
- Up Here is available in print or digital formats
- Up Here is independently owned and operated.
- Up Here celebrates all things northern and encourages interest in Canada’s North.
- Up Here is distributed in both southern Canada and internationally (57%) and to every community across the three northern territories (43%)
- Up Here has won numerous awards including:
  - Magazine Canada’s prestigious Magazine of the Year award (2010)
  - Western Canada’s magazine award for best magazine (3 times)
  - Magazine Canada’s Gold Award for Best Special Interest magazine (2018)
We have readers in the North and south.

We know all our readers are interested in Up Here’s northern content.

- Northerners because it establishes a sense of community across the entire North
- Southerners because they paid good money to subscribe or buy a newsstand copy of a magazine that is exclusively about the far north and all it offers

Some Facts about our readers*

68% have college/university or post grad degrees
53% have annual incomes of $80,000 plus, with over half of that number earning over $110,000 annually
Our readers range in age from 18 to 75+ with the majority in the 45 to 65 range
Our readers are well-educated travellers, adventurers, and northern aficionados

How our readers engage with Up Here*

57% read the entire issue including the ads and another 36% read at least 75% of each issue
36% visited an Up Here advertiser’s website
34% indicated they planned to take a major vacation ($8,000+) in the next year
67% ordered merchandise or services online in the past year. The top three items were airline tickets or travel experiences (63%), clothing (50%) and arts and crafts (23%)
Over 50% of respondents keep their copies of Up Here for a year or longer

* From a recent survey emailed to 500 Up Here subscribers

Some survey respondent comments

Up Here is the most informative publication about the North
The magazine provides a fuller, wider view of our homeland
Up Here inspires me to travel North
I think Up Here should be mandatory reading for southern government and military officials who make policy decisions about the North
Up Here gives a well rounded and interesting view of our North and its peoples
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.

Magazine Distribution

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

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

Print run: 25,000
In 2020 we are changing our publishing frequency to six issues per year, with each issue available on newsstands, at local airlines, in waiting rooms, and in subscribers’ homes for two complete months.

**EDITORIAL HIGHLIGHTS**

**JANUARY/FEBRUARY**

Our annual travel issue is the ultimate guide for northern visitors. We’ll go on a paddling adventure through the Northwest Passage, visit historic but little-known landscapes, and find out how Yellowknife’s Snow King built a tourism stronghold. Plus, how to spend 48-hours in some of the North’s most eclectic communities.

**Reservations:** Nov. 29  
**Materials:** Dec. 4

**MARCH/APRIL**

Join us as we run wild with Yukon dog-sled teams and fly with flocks of Yellowknife ravens. In this issue, we’ll learn why the world should look North for answers to its recycling problems. Plus, a success plan for boosting populations is keeping the territories young and northern. Featuring the winners of our Cold Snaps photography contest.

**Reservations:** Jan. 31  
**Materials:** Feb. 5

**JULY/AUGUST**

Celebrating the 50th anniversary of the Dene Nation by looking to its past and planning for its future. Plus, what does it take to set up 911 in nearly a dozen languages? Also in this issue, inventing new words for old tongues, rethinking northern place names from an Indigenous perspective, and the 12 chiefs who shaped the North.

**Reservations:** May 22  
**Materials:** May 27

**SEPTEMBER/OCTOBER**

Recognizing the rising northern stars taking over Canada’s arts scene. Then it’s lights, camera, inaction: the play Matonabbee has never made it to the silver screen—yet. Plus, our northern birds are heading south for the winter, and dying off at unprecedented rates. Will they ever come back?

**Reservations:** July 29  
**Materials:** Aug. 5

**MAY/JUNE**

Welcome to the wild and wonderful outdoors. We’ll paddle undiscovered rivers, dance to Dene drums, and welcome back Arctic butterflies. Plus, say ‘I do’ to backcountry weddings. Also, the story of once endangered species now thriving in the North. Featuring the winners of our annual Sally Manning Award for Indigenous Creative Non-Fiction.

**Reservations:** March 20  
**Materials:** March 25

**SEPTEMBER/OCTOBER**

The Up Here team selects the newsmaker of 2020 to be crowned our Northerner of the Year. We’ll also curate the most popular northern holiday gifts, and show the best ways to prepare for the long, dark months ahead. Plus, don’t grieve—why passing over in the Arctic is a unique celebration of life.

**Reservations:** Sept. 25  
**Materials:** Sept. 30

**PLUS**  
Each issue will include a selection of columns and northern voices that capture the excitement of living, absorbing and enjoying this northern world we call home.
**Print and Digital Advertising Rates**

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<thead>
<tr>
<th></th>
<th>Ad Size</th>
<th>1X</th>
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<td>Back Cover</td>
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<td>Inside Covers</td>
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<td></td>
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<td>Sixth page vertical</td>
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**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.
Advertising Conditions

Up Here reserves the right to refuse any advertising it deems not in keeping with the policies of the company or that does not meet company standards.

All ads are invoiced at the start of placement. Terms are net 30 days. A service fee of 2% per month is charged on overdue accounts.

All advertising is subject to Canadian Goods and Services Tax (GST) unless exemption number accompanies the order, or an order is placed by a company outside of Canada.

Visa or Mastercard payments are accepted – All prices are in Canadian funds.

Up Here Publishing is an award-winning, multi-platform brand that connects with those interested in Canada's far north. Up Here offers digital advertising opportunities on the Up Here website, on our social media platforms and in our weekly newsletter.

### Social Media

**uphere.ca**

- **Average 17,000 unique views/month. 64% of Audience aged 25 to 54.**
- Main southern users are from: Calgary, Toronto, and Ottawa.*
- Main Northern users are from: Yellowknife, Iqaluit, and Whitehorse.

*google analytics

Facebook
- Over 10,000 followers
- 47,000 people reached monthly

Twitter
- 8,500 Followers
- 50% have household incomes over $75,000

Instagram
- 2,300 Followers

E-newsletter (uphere.ca/newsletter)
- **Issued each Friday**: Material required Wednesday prior.
- Past newsletters are available on our website, so your ad has ongoing viewing opportunities. 500 subscribers at Oct. 31. Grows each month.

E-blasts
- If you wish to send information to all e-mail subscribers who have agreed to receive additional information, *(available March 2020)* Contact us.

### Website

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
<th>Cost</th>
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<tbody>
<tr>
<td><strong>uphere.ca</strong></td>
<td>Overhead Bar</td>
<td>728px x 90px</td>
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<tr>
<td>Block</td>
<td>300px x 250px</td>
<td>$350/mo.</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>600px x 300px</td>
<td>$400/mo.</td>
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<tr>
<td>Sponsored Web Article</td>
<td>up to 750 words</td>
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<tr>
<td><strong>Social Media Shout-Outs</strong></td>
<td>Facebook **</td>
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<tr>
<td>Twitter **</td>
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<tr>
<td><strong>E-Newsletter</strong></td>
<td>Monthly (4 newsletters)*</td>
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<tr>
<td><strong>E-Blasts</strong></td>
<td>Eligible email subscribers **</td>
<td>contact for more info</td>
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* E-Newsletter ads are only available to Up Here print or webistes advertisers

** Text and visuals must be supplied

*** To be determined
The main topics covered in Up Here include:

NATURE AND SCIENCE
TOURISM AND TRAVEL
HISTORY AND CULTURE
ART AND LIFESTYLE
PEOPLE AND PLACES