MEDIA KIT 2020

The only magazine that covers business and the economy across Canada’s three Northern territories. Each issue includes *Mining in the North*, dedicated to the North’s No. 1 industry.

sales@uphere.ca

UP HERE BUSINESS

sales@uphere.ca
Editorial Goals

• To be the publication of record for the Northern business community and the go-to publication for other businesses and agencies with interests in the North

• To set new journalistic standards in Northern publishing especially in the business category

• To create a fast-paced magazine that features a well-constructed mix of short, mid-length and long-form stories and graphics

• To be valued equally by the business communities of Yukon, NWT and Nunavut

• To foster communications and co-operation between the business communities of Yukon, Northwest Territories and Nunavut.

• To develop a compelling online and multimedia presence.
### Circulation

#### Print run:
14,000 copies

#### Potential readers:
50,000 per issue*

### Distribution Numbers

All business mailing addresses in Yukon, NWT, Nunavut and northern sections of Manitoba, Saskatchewan and Alberta 4,000

Airport racks in Yellowknife and Iqaluit 1,000

Copies in high traffic areas in the three capital cities 1,000

Northern politicians, bureaucrats, influencers, sector organizations 1,000

Federal politicians, bureaucrats and mining and exploration companies working in the North 1,000

Bulk quantities to airlines and hotels 1,000

Distribution at territorial and regional Business conferences or trade shows 1,000

Inserts in southern newspapers (Globe & Mail, Edmonton Journal, etc.) 3,500

Newsstands in northern gateway cities 500

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* This is based on estimate of up to four readers for each copy of the magazine. At the end of 2020, we will conduct a readership survey to verify this number.
**ISSUE #1 — STATE OF THE ECONOMY**

Winners, losers and everything in between: UHB’s overview of the opportunities and challenges ahead in 2020.

The North’s Premiers: The economic word from the top.

**MINING IN THE NORTH**

All about gold: UHB’s fact pack on where they’re finding it, what they’re spending and who’s making the money.

**SUPPLEMENT: The Art of the Joint Venture**

Overview of the top JVs across the territories, their role in economic development and strategies for getting them right.

**Reservations by:** January 8  
**Materials deadline:** January 10  
**Release date:** February 3

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**ISSUE #2 — HOW TO SELL THE NORTH**

Marketing ideas that built businesses and the economy: From travel to tech, these are the stories that put the North on the map.

How to build a Northern brand: Lessons from small businesses that tapped outside markets.

**MINING IN THE NORTH**

The base case: Base metals make their comeback in Northern mining.

**SUPPLEMENT: All About Money**

Complete guide to grants, loans and other funds available to Northern businesses.

Due to COVID-19 this issue of *Up Here Business* was cancelled. Articles scheduled for this issue will appear in future issues.
ISSUE #3 — COVID: THE AFTERMATH

Businesses across the North have been hit hard by the COVID virus. Some will rebound. Some will be greatly diminished. Some may never recover. In this issue we’ll look at the impacts on business sectors, our economy, and the road to recovery.

MINING IN THE NORTH

How does northern mineral exploration recover from a pandemic?

ALSO:

Top news from across the territories, opinions from our columnists and our usual collection of regular departments.

Reservations by: July 24
Materials deadline: July 28
Release date: Aug 14

ISSUE #4 — BUILDERS

People of influence: Who can make changes in the north.

Northern Inventions: Home-grown ideas that made it to market.

MINING IN THE NORTH

Northern Miner of the Year and 2020’s top exploration stories.

Reservations by: October 25
Materials deadline: October 27
Release date: November 13

In addition to feature articles, each issue includes nearly a dozen columns or departments covering a range of topics of interest to businesses – large and small.
VALUE-ADDED ADVERTISING

Up Here Business offers four types of value-added advertising ranging from advertorial or sponsored content to partnered articles or showcase sections. Contact our sales reps for more information and costs for value-added advertising.

SALES REPRESENTATIVES

Andrea Beacock: andrea@uphere.ca

Mike Moreau: mike@uphere.ca

If you would like to be added to our mailing list to receive additional information on each issue, and any special issues, contact sales@uphere.ca.
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