

# 2018

UP HERE MAGAZINE: OCT/NOV



## STATE OF THE ARTS

### THE ARTS SCENE IS HEATING UP NORTH OF 60

With Juno-nominated musicians touring the country and trend-setting fashionistas and expert beaders lighting up runways in the south, we'll highlight the Northerners making waves at home and beyond. We'll introduce some up-and-coming musicians and catch up with a few icons to see what they're working on now. PLUS: we'll recap film making in the North over the past year and follow up on the efforts of a dedicated group in Nunavut hoping to build a performing arts centre to showcase its world-class talent.

#### ALSO IN THIS ISSUE:

##### **CURIOUS COATS ISLAND**

In northern Hudson Bay, there's an island with no human inhabitants. In the Arctic, that's not so uncommon, but what makes the island truly unique is its lack of lemmings and snow geese. That means Coats Island is a paradise for shorebirds and for researchers who can study Northern ecosystems without these two staple species.

##### **\* BONUS: WILDLIFE**

With the persistent encroachment of humans into animal habitats across the globe, the North remains a sanctuary for wildlife. And do these Northern species ever have stories to tell!

We'll look at the herds of wild horses that have called the Yukon's alpine meadows home since the times of Beringia.

And we'll provide an update on the health of iconic animal species—from caribou and polar bears to wolves and wolverine—that you'll see if you visit the North. And we will take readers onto the tundra, to the mountains and into the ocean with scientists and researchers who study grizzly bear movements and test the edibility of walrus meat.

## PRINT MEDIA MATTERS

# 76%

of Canadians read magazines; of those, **60% read print only**, **31% read both print and digital** and just **8% read digital only**.

*As quoted in the Globe and Mail, based on publishing industry data from Vividata*

## OFFICIAL IN-FLIGHT MAGAZINE FOR CANADIAN NORTH

## EVERY ISSUE OF UP HERE REACHES 100,000 READERS

In hotels, visitor centres, waiting rooms, airport lounges, and homes

**6,000** copies distributed to every community across the three territories and Nunavik.

**7,000** copies in seat pockets of Canadian North scheduled and charter flights, and hotels in communities served by Canadian North

**17,000** copies to subscribers, newsstands, airport lounges, special events and selected lists of media, businesses and politicians.

# 4,000

copies of this issue only distributed at arts and film events across Canada. Ask your sales rep for the detailed distribution list for the Oct/Nov issue of Up Here.

## 100% NORTHERN CREATION

# up here

THE VOICE OF CANADA'S FAR NORTH

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#### Advertising Booking Deadline:

Monday, September 3rd