

2018

UP HERE MAGAZINE: **SEPTEMBER**

EVERYONE LOVES TO READ ABOUT FOOD

The North is rich in wild game and wild plants. Local ingredients like morel mushrooms, spruce tips and caribou moss are being sought by chefs the world over. But do you find them in our own food? Up Here magazine asks, what is Northern cuisine? And we go to each territory to find out if it's more than a bison burger?

The September issue of Up Here will also spill over with Northern stories that readers are hungry to consume. Here's a sample:

A DAWSON CITY DIET

This summer, a filmmaker in Dawson City will be accomplishing an amazing feat—**Suzanne Crocker** and her family will have gone an entire year subsisting on foods sourced in and around the Yukon town. But it will not have been easy. Yukon culinary whiz Miche Genest, a trusted advisor on the project, has been tasked with finding everything local as alternatives for cooking staples like salt and flours. She'll tell us why Crocker is doing this and how she's proving Northerners can live sustainably and tackle food insecurity on their own terms.

THE PASSAGE KEEPER

Victor Wejer's Mississauga, Ontario basement is a long way from the Northwest Passage. But to those seeking ultimate adventure, it's a vital logistics hub. For the past decade, Wejer has been a trusted source to Northwest Passage voyagers—providing them with weather and ice reports and a wealth of knowledge gleaned as the eyes and ears of the passage.

This is an issue of Up Here you will want to be a part of—contact us for advertising rates!

up here
THE VOICE OF CANADA'S FAR NORTH

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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, and selected lists of media, businesses and politicians

250

newsstands nationally

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100% NORTHERN
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