

YELLOWKNIFE NEVER LOOKED SO GOOD!

Up Here Business magazine is partnering with the **City of Yellowknife** on a special supplement in the magazine's early fall 2019 issue— a package that puts **the energy and the innovation** of the capital-city economy at centre stage.

Check out some of the editorial now in development:

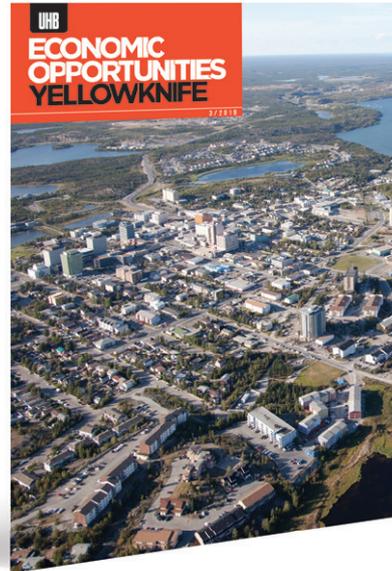
Mining: Diamonds will remain a cornerstone of the Yellowknife and regional Indigenous economies for at least another decade. The future for the industry, however, lies in the capacity of the city and surrounding communities to support promising new projects throughout the southern NWT—and their opportunity to pioneer a new industry in mine remediation.

Innovation: Yellowknife is breaking ground in sectors such as agriculture, energy conservation, Northern construction and fibre optics. Better yet, it's harnessing the experience of its frontier tradition to chart the path forward.

Tourism and Hospitality: The Northern Lights are big business in Yellowknife, but they are not the only business in a fast-growing market for business and leisure travel. Find out how recent record-breaking years for visitations are driving investment and opportunity, from multi-million-dollar hotel expansions to the most humble Airbnb—and much more.

Supply and Services: Yellowknife is the hub for industry sectors ranging from major-league transportation, financial and health services to small and medium businesses in sectors such as retail and professional services. These companies help create a diverse and vibrant economy and community. They also ensure communities throughout the NWT and western Nunavut have access to expertise to support their own development.

Plus: Outfits like the Denchita Centre for Research and the prospect of a university coming to the capital are redefining Yellowknife's role as a centre for education. Meanwhile, the capital is home to a host of emerging artisanal enterprises. Meet the people behind the movement in our "YK Creatives Gallery."



The supplement will be inserted into **15,000 copies** of the early fall issue of *Up Here Business*, and placed in the delegate bags at the *Opportunities North* conference in Yellowknife this October. An additional 2,000 overprints of the supplement will be provided to the **City of Yellowknife**.

Ad Sizes and Rates:

Full page:	\$3,500
Half page:	\$2,000
Third page:	\$1,400
Quarter page:	\$ 950
Eighth page:	\$ 450

Book by:	June 25
Material due:	June 28
Off Press:	Early August

Don't miss out on this opportunity to be part of an exciting package.

Contact us today for more information:

sales@uphere.ca