



Get inside Canada's top magazine



MEDIA KIT

up here
LIFE IN CANADA'S FAR NORTH

Circulation & Distribution

For 28 years, Up Here has been Canada's window on the North. 2010 winner of the National Magazine Awards' "Magazine of the Year," the magazine is the premier showcase of the people, places and events of our nation's frontier, shining a spotlight on the North and beyond.

There is no publication like Up Here. It is the sole magazine covering the whole North, and is pored over and prized by Northerners and Southerners alike. Eight times annually it brings alive the Northwest Territories, Nunavut and Yukon, through vivid photography, hard-hitting reports, live-the-experience travel features, and gripping stories of adventure and survival.

Up Here's focus may be Northern, but its reach is national – even global. Each issue is viewed by some **100,000** readers. It is the in-flight magazine for regional carrier Calm Air, and can be found on Northern charters like Buffalo Air (made famous by the Ice Pilots NWT television show), Arctic Sunwest, Air Tindi and North-Wright Airways. 1200 copies are read weekly by passengers on West Jet, Air Canada, Canadian North and First Air departing from Yellowknife airport. It has a growing 11,000-person subscriber base and is available on more than 350 newsstands accross Canada. Also on average, 2000 colies per issue are distributed to Maple Leaf lounges in all airports accross Canada. In addition, it is mailed to doctor and dentist offices, hotels and motels, restaurants, visitor centers, coffee shops and to businesses in all three territories. Up Here remains your trusted source to advertise your service or product.

Each issue we print and circulate between 25,000 and 28,000 copies of Up Here magazine. Contact us for a copy of our most recent CCAB audit report.

Contact

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83% of Up Here subscribers passed their issue along to someone else



up here

LIFE IN CANADA'S FAR NORTH



Our on-line connection

More than
90,000
unique visitors

6.88
page views per user

Average visit length:
7 min. 29 sec.

Frequency:
25%
are repeat visitors

The majority of visitors actively seek out our site.

* Statistics based on September, 2010





Editorial Calendar

JANUARY/FEBRUARY 2012

Theme: Travel and Adventure

Start planning your Northern summer adventure from the comfort of your fireside armchair. This issue is sizzling with trip ideas, enviable adventure stories, travel planning guides and mouth-watering photos.

Additional distribution at seven adventure/RV shows

AD CLOSE: December 6, 2011

MATERIAL DUE: December 8, 2011

ON SALE: December 30, 2012

MARCH

Theme: Sport

Up Here devotes the March issue to the spirit and determination of our athletes, coaches and supportive network of parents, volunteers and corporations that allow so many Northerners reach the top of their game.

AD CLOSE: January 13, 2012

MATERIAL DUE: January 11, 2012

ON SALE: February 27, 2012

APRIL/MAY

Theme: Northwest Passage

From cover to cover, this issue is loaded with maps, photos, adventure stories, little known facts, history legends and just about everything the average Canadian wants to know about the fabled Northwest Passage.

AD CLOSE: February 3, 2012

MATERIAL DUE: February 10, 2012

ON SALE: March 30, 2012

JUNE

Theme: The Aboriginal North

This issue pays homage to the North's vibrant and dynamic First Nations, through and arts and crafts photo-essay (plus how-to's), profiles of important figures, and feature stories that delve deep into aboriginal culture and politics.

AD CLOSE: April 6, 2012

MATERIAL DUE: April 13, 2012

ON SALE: May 25, 2012



Editorial Calendar

JULY/AUGUST

Theme: Summer Fun

This is the issue Northern-bound tourists pick up at the airport, so it's packed with great adventure stories, fresh day-trip ideas, best campfire recipes and a dining-guide insert, plus tons of great summer photography.

AD CLOSE: May 4, 2012

MATERIAL DUE: May 11, 2012

ON SALE: June 25, 2012

SEPTEMBER

Theme: Homes

Up Here's homes and garden special, this colourful, photo-rich issue stimulates readers to salivate over the best of Northern living: our gorgeous cabins, our rustic gardens and fantastical greenhouses and outhouses. Also: interviews with leading architects, tips on how-to-Northernize your home plus a handy yet humorous guide for those making the move North.

AD CLOSE: July 6, 2012

MATERIAL DUE: July 13, 2012

ON SALE: August 24, 2012

OCTOBER/NOVEMBER

Theme: The Photo Issue

Whether you're a pro-photographer, a trigger-happy snap-shooter with a \$50 camera, or a fan of fine photos, this issue's for you. Packed with the best images – both from our reader's contest and our how-to guide with best all-time shots – this issue is an indispensable guide for aspiring shooters, or just makes for a gorgeous coffee table piece.

AD CLOSE: August 3, 2012

MATERIAL DUE: August 10, 2012

ON SALE: September 24, 2012

DECEMBER

Theme: Northerner of the Year

Each December, Up Here picks the most noteworthy person in the territories and profiles them as our Northerner of the Year. It's an elite designation – out of 100,000 Northerners, only two dozen people, such as Paul Okalik, Zack Kunuk and Sheila Watt-Cloutier, have ever won it. Who will be this year's choice? The decision has become a perennial newsmaker – and made this issue a newsstand favourite.

AD CLOSE: October 12, 2012

MATERIAL DUE: October 19, 2012

ON SALE: November 26, 2012



Subscriber Demographics

Gender

Male	59%
Female	38%
3% did not answer	

Age

Under 18	0%
18-24	0%
25-39	3%
40-54	13%
55+	80%
3% did not answer	

Household Income

Average HHI	\$80,000
HHI \$100k+	8%

Education

High School	36%
College	16%
University	19%
Post-graduate studies	24%
5% did not answer	

Home Ownership

Home Owners	82%
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Consumer Habits

Likely to invest in or purchase over the next year

Travel	81%
Home Renovations	19%
Automobile	13%
Art	13%
Consumer Electronics	17%

In the past year, Up Here readers have

Stayed at a hotel	68%
Traveled by air	62%
Used a travel agent	38%
Stayed at a B&B	17%
Gone to a lodge	15%

Outdoor activities that interest Up Here readers

Fishing	42%
Snowmobiling	15%
Cycling/Hiking	37%
Photography	48%
Hunting	23%
Kayaking/Canoeing	28%
Camping	46%
Driving	48%



Rate card (NET) Effective December 1, 2011

	1 issue	3 issues	6 issues	8 issues
1 page	3810	3695	3410	3236
2/3 page	3000	2775	2600	2425
1/2 page	2425	2250	2195	1965
1/2 page island	2660	2540	2370	2200
1/3 page	1620	1560	1450	1155
1/4 page	1040	980	925	810
1/6 page vertical	925	895	810	700
2 page spread	7625	7275	6700	6460
1/2 page spread	3810	3695	3400	3235
Back cover	5280	5170	4895	4730
Inside covers	4400	4180	4015	3850
1 inch marketplace	n/a	n/a	150	115
2 inch marketplace	n/a	n/a	230	205
3 inch marketplace	n/a	n/a	435	380

Website	Rotating ad
Rock (300x250)	*500 per month
Banner (468x70)	*750 per month
Button (120x90)	*375 per month

*When accompanied by a display ad.

Website	Rotating ad
Rock (300x250)	1000 per month
Banner (468x70)	1500 per month
Button (120x90)	750 per month

Without a display ad

Terms and discounts

All advertising subject to Canadian goods and services tax unless exemption number accompanies order. A service fee of 2% per month (24% per annum) is charged on overdue accounts. First time advertisers are required to pay up front by closing date for their first advertisement. Frequency rates are offered only with signed contracts listing specific issues and received by first closing date. Visa or Mastercard accepted. (Note: Publisher reserves the right to refuse any advertising it deems not in keeping with the policies of the publication, or that does not meet its publication standards.)



Advertising sales and materials deadlines

JANUARY/FEBRUARY

AD CLOSE: December 6, 2011
MATERIAL DUE: December 8, 2011
ON SALE: December 30, 2011

MARCH

AD CLOSE: January 13, 2012
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ON SALE: February 27, 2012

APRIL/MAY

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JUNE

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JULY/AUGUST

AD CLOSE: May 4, 2012
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ON SALE: June 25, 2012

SEPTEMBER

AD CLOSE: July 6, 2012
MATERIAL DUE: July 19, 2012
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OCTOBER/NOVEMBER

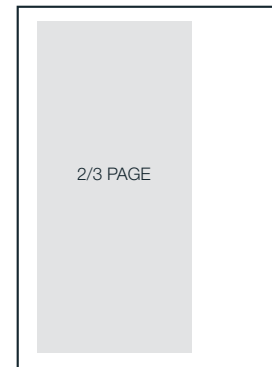
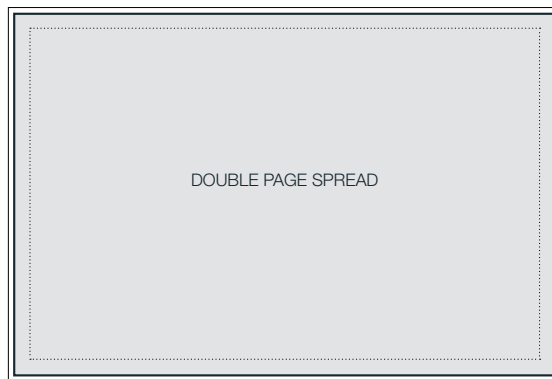
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DECEMBER

AD CLOSE: October 12, 2012
MATERIAL DUE: October 19, 2012
ON SALE: November 26, 2012



Advertising specifications



Double page spread:
 Live 15.25" x 9.875"
 Trim 16.25" x 10.875"
 Bleed 16.5" x 11.125"

Full page spread
 Live 7.125" x 9.875"
 Trim 8.125" x 10.875"
 Bleed 8.375" x 11.125"

2/3 Page
 4.833" x 9.875"

1/2 Page Island
 4.833" x 7.767"

1/2 Page Horizontal
 7.25" x 4.833"

1/3 Page Vertical
 2.33" x 9.875"

1/3 Page Horizontal
 7.25" x 3.333"

1/3 Page Square
 4.833" x 4.833"

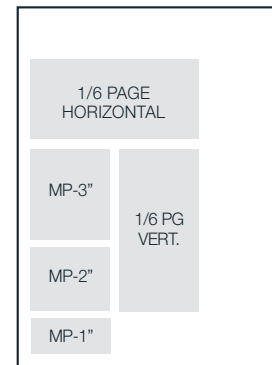
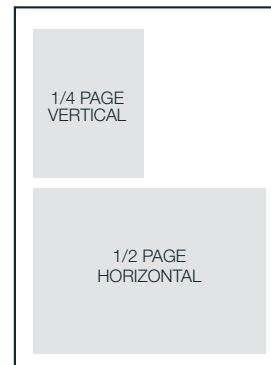
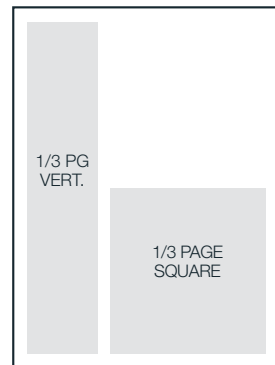
1/4 Page Vertical
 3.583" x 4.833"

1/6 Page Horizontal
 4.833" x 2.333"

1/6 Page Vertical
 2.333" x 4.833"

Market Place

3"	2"	1"
2.33" x 3"	2.33" x 2"	2.33" x 1"





Unique opportunities

Up Here is an effective, efficient advertising vehicle. Below are some unique opportunities to gain additional exposure.

BEST OF UPHERE: LAST WORD by popular demand, Up Here presents the second of our Best Of series – this time, a compilation of our favourite Last Word essays.

CORPORATE PROFILES: Highlight your company's expertise and success in a distinctive format. Includes a 300-word profile (prepared by our writer to your specifications), a colour photograph and your corporate logo. You will receive 50 complementary copies.

CUSTOMIZED ADVERTORIAL: Tell the story of your organization, introduce a new service or product, or showcase an important milestone (past, present or future). Up Here will work with you one-on-one. Choose from 4, 8, 12 or 16 pages.

RIBBON AD: A horizontal panoramic ad. One third of a two page spread centered on the height of the page.

We would be happy to discuss and quote on any of the above opportunities with you.

APPOINTMENT AND HONOURS: Does your company or organization have an employee you'd like to recognize? Acknowledge them in Up Here.

INSERT OPTIONS: are available and offer you a cost-effective way for you to deliver your message to our targeted audience.

OUTSERTS: Ask us about our polybag opportunities. Your brochure, catalog or direct mail piece can be delivered to our readers.

BELLY BAND: Wrap your message around the cover of the magazine. Only available with purchase of a display ad – minimum size ½ page island.

TIP-ON-INSERTS: Removable tip-ons are available. Only available with the purchase of a full page ad.



Mechanical specifications

In order to achieve the best quality possible, material must be delivered on time. This allows for sufficient time to check material and ensure that it meets specifications, and will reproduce accordingly on-press. We cannot accept any files created in office software packages. This includes word processing, spread sheet or presentation software including Power Point, Microsoft Word or PC applications such as CorelDraw, PhotoPaint, or MS Publisher.

Mechanical Requirements

All ads must be sent as high-resolution PDF's (PDF X-1a:2001), or as Mac TIFF/EPS files, with all fonts embedded. Do not send Quark Xpress/In-Design files. Format conversions will be billed at \$90.00 per hour.

File Image Resolution

300 dpi and used at 100%

File Delivery

Email: accountrep@uphere.ca. Please STUFF or ZIP your files to avoid corruption during delivery.

Disk: CD-ROM. Clearly label your files, proof, CD/emails with your name and contact information.

FTP: if you wish to FTP your ad files, it is imperative that you email [<accountrep@uphere.ca>](mailto:accountrep@uphere.ca) to let us know the name of your file. Contact your sales representative for your user name and password.

Inserts and Special Sections

Supplied inserts, gatefolds, business reply cards and other special units are available on a limited basis. Please call for a quotation. Publisher reserves the right to refuse any advertising it deems not in keeping with the policies of the publication, or that does not meet its publication standards.